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ABSTRACT

This program planner's kit is based on the experiences of the first 12 years of the National Drunk and Drugged Driving (3D) Prevention Month program and provides practical advice to help readers plan activities for this year's campaign. Included in the kit is a background and resource guide that explains the background and goals of the program and how to launch 3D Month activities. The guide also includes a corporate guide and summary of state and local activities during National 3D Prevention Month in December of 1992. Lists are provided of groups, organizations, and programs involved with impaired driving issues; governors' highway safety representatives; National Highway Traffic Safety Administration regional offices; National Prevention Network state designees; and regional alcohol and drug awareness resource network state centers. The guide concludes with a National 3D Prevention Month feedback form. Also included in the planner's kit are factsheets on .08 blood alcohol concentration, administrative license revocation, zero tolerance for youth, the cost of alcohol-related traffic crash injuries, and safety belts. One sheet suggests talking points for local speeches and interviews. Forms on press relations describe press releases and public service announcements, and provide sample opinion editorials. A proclamation for National 3D Prevention Month is provided, as are sheets of relevant camera-ready artwork. (NB)

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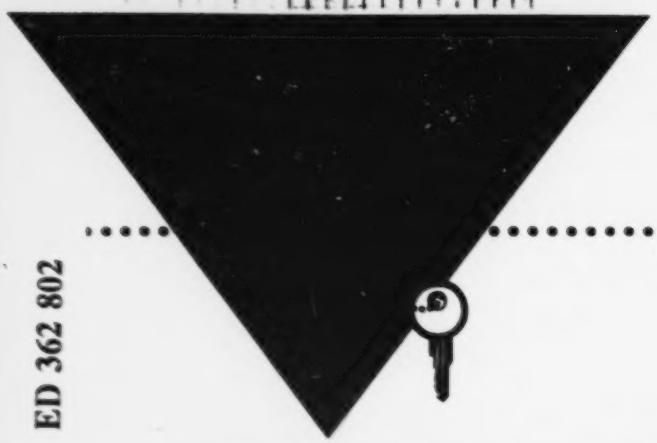

Friends Don't Let Friends Drive Drunk

DECEMBER 1993 NATIONAL DRUNK AND DRUGGED DRIVING (3D) PREVENTION MONTH

Program Planner

CG025063

PreventionWORKS!

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The National 3D Prevention Month Coalition

Founded in 1991, the National 3D Prevention Month Coalition is a nationwide public-private coalition devoted to preventing impaired driving crashes. As of May 1993, Coalition members include the following organizations.

Advocates for Highway and Auto Safety
American Automobile Association
Boost Alcohol Consciousness Concerning the Health of University Students
Bronrott Communications
Center for Substance Abuse Prevention
Commercial Vehicle Safety Alliance
Entertainment Industry Council
Government Employees Insurance Company
International Association of Chiefs of Police
Maryland Alliance for Drug Free Youth
Mothers Against Drunk Driving
National Association of Broadcasters
National Association of Governor's Highway Safety Representatives
National Association of Prevention Professionals and Advocates
National Commission Against Drunk Driving
National Council of La Raza
National Highway Traffic Safety Administration
National Safety Council
National Sheriffs' Association
Network of Employers for Traffic Safety
Nissan North America
Office of the Secretary of State, Illinois
Office of the Surgeon General of the United States
Remove Intoxicated Drivers
Students Against Driving Drunk
United Service Automobile Association
U.S. Army Drug & Alcohol Association
U.S. Indian Health Service
Xerox Corporation

For general or membership information about the National 3D Prevention Month Coalition, please contact—

National 3D Prevention Month Coalition
1910 K Street, NW
Suite 810
Washington, DC 20006
202-452-6004 or 202-452-6005
FAX 202-223-7012

Center for Substance Abuse Prevention
PreventionWORKS!

U.S. Department of Transportation
National Highway Traffic Safety Administration

Publication # DOT HS 807 977 September 1993

How to Use This Program Planner's Kit

This Program Planner's Kit is designed to help in your planning as you make **National Drunk and Drugged Driving Prevention Month (3D Month)** in December 1993 the most successful campaign ever. It is based on the experiences of the first 12 years of the program and provides practical advice to make your efforts pay off. The goal of 3D Prevention Month is to save lives: those of your loved ones, those of members of your community, and those of persons you may never see or meet.

The theme for this year's 3D Month campaign is **"Let's Take a Stand! Friends Don't Let Friends Drive Drunk."** This year we are asking friends and families to take a stand in their communities and to intervene *before* a tragedy happens.

Take some time to review the material provided in this Program Planner's Kit. It is divided into two parts. The 1993 *Background and Resource Guide* will provide you with the background and information necessary to fuel your efforts throughout the campaign. The following inserts are included in this kit to help you effectively communicate with your target audiences.

WHAT TO SAY

Fact Sheets

- **.08 Blood Alcohol Concentration (BAC)**
- **Administrative License Revocation (ALR)**
- **Zero Tolerance for Youth**
- **Cost of Alcohol-Related Traffic Crash Injuries**
- **Safety Belts**

Talking Points Suggested for Local Speeches and Interviews

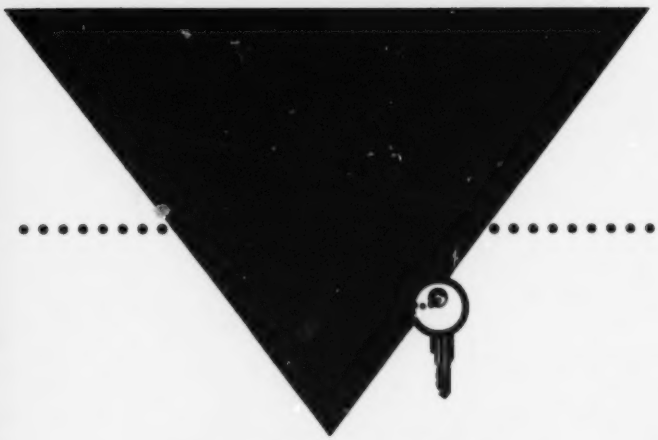
HOW TO SAY IT

Press Relations

- **Format for Press Releases**
- **Sample Opinion Editorials and How to Make Use of Sample Opinion Editorials**
- **Public Service Announcements**

PROCLAMATION

Much success in all of your 3D Month campaign activities!



Friends Don't Let Friends Drive Drunk

DECEMBER 1993 NATIONAL DRUNK AND DRUGGED DRIVING (3D) PREVENTION MONTH

Background and Resource Guide

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Friends Don't Let Friends Drive Drunk

DECEMBER 1993 NATIONAL DRUNK AND DRUGGED DRIVING (3D) PREVENTION MONTH

Background and Resource Guide

U.S. Department of Transportation

National Highway Traffic Safety Administration

Prepared as a joint project between the Center for Substance Abuse Prevention of the Substance Abuse, and Mental Health Services Administration, Department of Health and Human Services, and the National Highway Traffic Safety Administration of the Department of Transportation.

Center for Substance Abuse Prevention

PreventionWORKS!

Background and Resource Guide

NHTSA's Impaired Driving Program Background 3

3D Month: What Are The Goals? 5

How to Launch Your 3D Month Activities 6

Corporate Guide 9

Summary of State and Local Activities During National Drunk and Drugged Driving (3D) Prevention Month, December 1992 11

Groups, Organizations, and Programs Involved with Impaired Driving Issues 21

Governors' Highway Safety Representatives 22

National Highway Traffic Safety Administration Regional Offices 25

National Prevention Network State Designees 26

CSAP's Regional Alcohol and Drug Awareness Resource Network State Centers 28

NHTSA'S Impaired Driving Program Background

Many still remember the late 1960s and the early 1970s when the United States routinely reported more than 50,000 traffic deaths annually. In 1972, the figure was 54,589. Well over one-half of these deaths occurred in alcohol-related crashes.

Traffic crashes today are the greatest single cause of death for every age group between 6 and 33 years — greater than deaths from other drugs, wars or disease

Compare this statistic with the estimated 1992 figure as reported by the National Highway Traffic Safety Administration (NHTSA). In that year, approximately 39,235 persons died in highway crashes, with about 17,700 (45.1%) of these alcohol-related.

In the U.S., traffic crashes today are the greatest single cause of death for every age group between 6 and 33 years—greater than deaths from other drugs, wars, or disease. Of those crashes, one-half are caused by someone's excessive consumption of alcohol or other drugs combined with climbing behind the wheel of a car, motorcycle, truck, or bus.

The proportion of drivers 15 to 20 years of age who were involved in fatal crashes and were intoxicated dropped from 31 percent in 1982 to 17.1 percent in 1992, the largest decrease of any age group during this time.

A sidebar to these numbers is the low rate of safety belt usage among impaired drivers. NHTSA data gathered from around the country show only 14 percent of the fatally injured impaired drivers were wearing safety belts when they crashed.

In an effort to reduce the number of crashes, injuries, and fatalities on our Nation's highways, NHTSA has developed a series of working documents called "Highway Safety Program Advisories"—including one on Impaired Driving.

Many drivers and pedestrians, although aware of the safety and legal risks of impairment, do not know that their abilities may be impaired at levels of alcohol consumption lower than those established by States for DUI/DWI conviction. Many do not recognize that important skills can be diminished before a person reaches illegal alcohol consumption limits. Even decisions about the amount of alcohol to be consumed and whether to drive after drinking can be impaired in some people by relatively small amounts of alcohol or other drugs. Quite simply, operating a motor vehicle efficiently and safely requires full, unimpaired use of several mental and physical abilities acting in harmony and capable of split-second adjustments.

To help States and communities effectively combat impaired driving, the National 3D Prevention Month Coalition recommends:

PREVENTION programs that seek to reduce impaired driving through approaches commonly associated with public health—altering social norms, changing risky or dangerous behavior, and creating protective environments. Prevention and public health programs promote activities to educate the public on the effects of alcohol and other drugs, limit alcohol and other drug availability, and discourage those impaired by alcohol and other drugs from driving. Examples include school and employer programs, responsible alcohol service training for those who sell and serve alcohol, and alternative transportation programs for those of legal drinking age.

DETERRENCE programs that seek to reduce impaired driving through activities which increase the perceived risk of arrest and penalty for people who drive with illegal alcohol or other drug concentrations. Strategies include the enactment of laws that define and prohibit impaired driving in broad and readily enforceable terms, facilitate the acquisition of evidence against impaired drivers, and permit a broad range of administrative and judicial penalties and actions. Such laws are the .08 illegal per se, the zero tolerance laws for those under 21, and administrative license revocation.

Note: *Fact sheets describing these three sanctions are in the right side of this Program Planner's Kit.*

Additionally, close coordination with law enforcement agencies at the municipal, county, and State levels is needed to increase the perceived risk of arrest and penalty for people who drive with illegal alcohol or other drug concentrations. Equally close coordination with courts and the motor vehicle licensing and registration agency is needed to enhance the certainty of punishment. Working with existing community-based communication campaigns can also help to enhance your efforts. Effective use of all available media is essential to create and maintain a strong public awareness of impaired driving enforcement and sanctions.

TREATMENT AND REHABILITATION programs which are designed to identify and refer impaired driving offenders to appropriate substance abuse treatment programs to change their dangerous behavior. Many first-time offenders and most repeat offenders have substantial alcohol and other drug problems that affect their entire lives, not just their driving. Many effective programs include diagnosis and screening to facilitate appropriate treatment levels.

PROGRAM MANAGEMENT which is most effective when it encompasses the following areas: program planning (an overall plan is developed for all impaired driving activities); program control (procedures are established to ensure that program activities are implemented as intended); State and local task forces and community traffic safety programs (these groups bring a wide variety of interests and resources to bear on impaired driving issues); data and records (a mechanism to establish and maintain records systems for crashes, driver licenses, and vehicle registration); and evaluation (regular assessment of impaired driving system activities helps to ensure that programs are effective, and scarce resources are allocated appropriately).

For more information on developing comprehensive programs to discourage impaired driving in your State or community, contact:

National Highway Traffic Safety Administration
NTS-22
400 7th Street, SW
Washington, DC 20590
202-366-6976

For more information on developing comprehensive alcohol and other drug use and abuse prevention programs, contact:

CSAP's National Clearinghouse for Alcohol and Drug Information
P.O. Box 2345
Rockville, MD 20847-2345
1-800-729-6686

3D MONTH: What Are the Goals?

"Let's Take a Stand! Friends Don't Let Friends Drive Drunk."

In the last decade, encouraging progress has been made in reducing injury and death in motor vehicle crashes involving drivers and pedestrians impaired by alcohol and other drugs. However, alcohol-related crashes still claim about 17,700 American lives annually, more than a third of them under 25 years of age, and remain a leading cause of death for teenagers and young adults.

The goals for the 1993 National Drunk and Drugged Driving (3D) Prevention Month campaign are to:

EDUCATE THE PUBLIC ABOUT "IMPAIRMENT"

- **Define the meaning of impairment.**
- **Establish that, for some drivers, any measurable alcohol puts them at increased crash risk, and the risk increases substantially at or above .08 blood alcohol concentration (BAC).**

EDUCATE THE PUBLIC ABOUT EFFECTIVE STRATEGIES FOR DISCOURAGING IMPAIRED DRIVING

- **Encourage communities to support Administrative License Revocation (ALR) statutes in States that do not have ALR.**
- **Promote the health and safety benefits of establishing .08 BAC in all States as the legal limit for drivers 21 years of age and older.**
- **Educate the public about health and safety benefits of establishing zero tolerance for underage drivers.**

PROVIDE TOOLS FOR ENACTING 3D MONTH ACTIVITIES IN STATE AND LOCAL COMMUNITIES

- **A sample press release, PSAs, editorials, and proclamations are included.**
- **Suggestions for local activities are included.**

Please join us in making December 1993 an effective Drunk and Drugged Driving Prevention Month.

How to Launch Your 3D Month Activities

WHERE GREAT PROGRAMS BEGIN

Great programs begin with:

- Solid planning
- Fresh ideas
- Proper execution

This program kit is made up of program and communications materials to help you develop a 3D Month campaign in December and to continue it throughout the year. The information may be adapted to meet your community's needs, and will help you to effectively communicate your impaired driving prevention initiatives. Feel free to use any of the enclosed materials to help make your campaign an effective one.

PLAN YOUR CAMPAIGN AND MESSAGE

For the best results be sure to:

- Plan early
- Involve the news media
- Involve key officials and community leaders

The materials in this kit are designed to aid in planning your local campaign. Planning effective product development and distribution strategies and establishing the involvement of media, elected officials, and community leaders are key ingredients.

WORKING WITH THE MEDIA

DEVELOP A MEDIA INFORMATION PACKET

The information you provide should:

- Highlight the seriousness of the impaired driving problem in your community
- Stimulate media interest
- Demonstrate the community's involvement in the effort

The news media generally shares your goal of informing the public about events and issues affecting the community. The Media Information Kit you develop should be brief, clear, accurate, and relevant to the media's reading, listening, and viewing audiences. Samples of some materials are provided to get you started. Include the following documents in your Media Information Kit:

- Press release
- Fact sheets on the consequences of impaired driving
- Camera-ready artwork
- Brochures
- Sample articles for placement in community newspapers

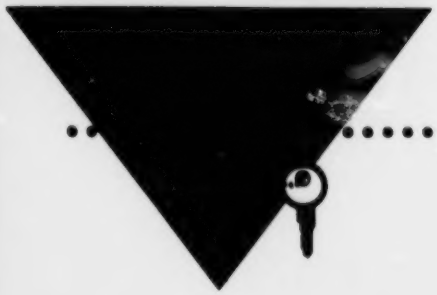
The press release is your basic tool for communicating with the media. Remember that the release should be provocative and stimulate interest in learning more about 3D Month and in covering the campaign. Tailor the enclosed sample press release to local community concerns related to impaired driving. Be sure to feature well-known public officials, business leaders, and celebrities who are involved in the campaign.

ANNOUNCE YOUR INITIATIVE TO THE MEDIA

Your most important tool in getting your message out to the public is a comprehensive media list. When you are developing your list of local print and broadcast media markets, be sure to include the following:

- Community newspapers
- Newspaper supplements (for example, Sunday magazines, calendar sections, suburban editions, health sections, etc.)
- High school and college newspapers
- News wire services and syndicates
- Community Bulletin Boards
- TV, Cable TV, and Radio
    - news desks
    - public affairs programs
    - talk shows

Mail your media information packet. Then follow-up with a telephone call to highlight the elements of your local campaign. You may also want to consider planning a press conference to announce your initiative to the media. A special event, official proclamation, official or celebrity support, or any other important community announcement is a good reason to hold a press conference.



USE PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

PSAs should be:

- Presented to the media in the correct format
- Direct and to the point
- Targeted to the intended audience
- Timely

Radio and television stations provide free time and space to community issues through PSAs. Most stations recognize the importance of PSAs and provide adequate time to project a community-interest image. Television PSAs are usually 15 or 30 seconds in length. Such spots can be effective, but are expensive to produce. A second type of TV PSA is a visual slide with accompanying verbal or written information. This type of TV PSA is much less expensive to produce.

Radio stations are far more flexible when determining the right PSA script. Radio PSAs are usually read by the on-air announcer as time permits. Broad audiences can be reached via radio, and community-oriented PSAs are well worth your time and effort. Sample radio and TV PSA scripts are included in this kit. These PSAs may also be used in other ways. Consider using impaired driving prevention PSAs as:

- School public address announcements
- Additions to school assembly scripts
- Community event stage announcements
- High school and college social event announcements

FOLLOW UP AND EVALUATE

Ongoing evaluation and strategy adjustment are important to maintaining momentum and getting your message out. Understanding the needs of print and broadcast media outlets will strengthen your communications effort. You can evaluate the effectiveness of your media outreach by monitoring the coverage you receive. Obtain feedback from members of the media when possible.

SPECIAL MEDIA OUTREACH

- Ask the Food Editor of your local paper to publish "mocktail" recipes around holiday time.
- Suggest a story about guidelines for alcohol-free holiday parties to Style Editors.
- Encourage local radio stations to conduct talk show interviews with experts on impaired driving prevention (e.g. police, MADD representative, etc.)
- Ask a local TV station to take on the impaired driving issue for a month. Suggest possible news stories and encourage them to air PSAs and devote an anchor person to report on the issue.

IN SUMMARY

To have a successful media campaign:

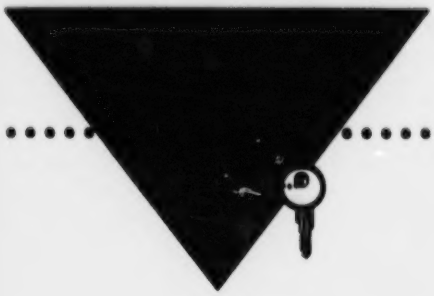
- Know your audience and target your message.
- Know the media. Select the outlets that reach your target audience!
- Help the media by providing information they want, when they need it, and in a useful format.
- Remember frequency and duration—the effectiveness of any communication program builds with repeated messages over time.
- Have a clear and consistent message—all campaign components should complement and reinforce each other.
- Communicate desired actions—tell your target audiences what you want them to do.
- Take full advantage of the camera-ready artwork to publicize your campaign.

WORKING WITH YOUR COMMUNITY

USE CAMERA-READY ARTWORK

Camera-ready artwork may be used to:

- Publicize your impaired driving prevention campaign
- Enhance all your communications activities
- Extend your campaign message year-round



Camera-ready artwork helps program planners publicize events and campaigns. Visual images can be simple reminders and reinforcers of campaign messages and calls to action. This program kit includes 3D Month artwork that is ready to be used creatively in your campaign. The enclosed camera-ready artwork may be used for designing and developing many items, including:

- Stationery
- Bumper stickers
- Decals
- Pens and pencils
- Magnets
- Buttons
- Bookmarks and book covers
- Napkins and coasters
- Mugs and water bottles
- Key chains
- Tote bags

RECRUIT A SHOPPING MALL TO PROMOTE 3D MONTH

Malls and large stores are an excellent arena for reaching communities with impaired driving prevention messages.

- Recruit other community organizations (for example, PTA, MADD, RID, SADD, other youth groups) to participate and develop informational displays for a special promotion weekend.
- Suggest weekend promotional theme tied to 3D month (e.g. "Tis the Season to be Safe" or "Safely Home for the Holidays").
- Encourage participating retailers to incorporate the promotion into their own advertising preceding the weekend.
- Approach mall retailers to participate in price promotions for related products (soft drinks, books about health subjects, tote bags, etc.).
- Recruit entertainers from schools, colleges, drama clubs, and youth centers if the mall has a stage area. Encourage groups to perform around healthy lifestyles themes.

RECRUIT LOCAL RETAILERS TO HELP SPREAD THE WORD

- Work with delivery services (for example, pizza, flowers, etc.) to distribute pledge cards with their products or ribbons for car door handles and antennas. The pledge card could be collected by drivers or returned by mail.
- Distribute a Christmas tree tag with impaired driving prevention messages to tree farms and retailers.
- Work with local automobile clubs, gas stations, car dealers, and car rental agents to print and distribute car litter bags with 3D Month logo and prevention messages.

ADDITIONAL IDEAS FOR COMMUNITY OUTREACH

- Develop a Speakers Bureau—make local law enforcement, advocacy, and other speakers available for community gatherings and meetings.
- Work with religious organizations and businesses to get your message out. Provide materials or camera-ready artwork for church bulletins, employee newsletters, or fliers. Ask religious and business leaders to incorporate talking points into speeches and sermons.
- Have large businesses and municipal agencies enclose prevention information with employee paychecks.
- Give movie theaters a slide to display on screen before a movie begins.
- Place interior transit cards in public transportation vehicles to reach potential volunteers or target audiences, with specific opportunities for participating in local program activities.
- Conduct a candlelight vigil commemorating victims of impaired driving crashes.
- Hold a rap music, slogan, skit, or poster contest for local youth.

Corporate Guide

This December will be National Drunk and Drugged Driving (3D) Prevention Month. Prevention efforts have been successful in reducing the number of alcohol-related traffic deaths since the 1970s. However, the National Highway Traffic Safety Administration estimates that in 1992, 17,700 lives were lost as a result of alcohol-related crashes. Prevention works, but your help is needed to make it work for everyone. Please join the many organizations working hard to prevent death and injury due to alcohol or other drug impaired driving during this holiday season. As a corporate citizen or activist group working with private industry, here's what you can do to join the fight.

Have your president or CEO send a memorandum to all employees about your organization's commitment to reducing impaired driving during the holidays. The memorandum should include information about:

- Your commitment to a safe holiday for everyone.
- The tragedies of impaired driving and the consequences for impaired drivers.
- What your employees can do to help.
- Costs to employers of impaired driving.

Conduct an internal public relations program to educate employees about impaired driving. Your campaign could include:

- Articles in your newsletter.
- Brown bag seminars on the effects of alcohol and other drugs and the importance of safety belt use.
- A pledge campaign asking employees not to drink and drive or ride with impaired drivers and to always wear their safety belts.
- Promotion of the designated driver concept (for those over the age of 21).
- Information on how to host a "safe" party and make sure that holiday parties for employees follow the same guidelines (see information on facing page).
- Distribution of posters, brochures, and other promotional materials.
- Support of the State 3D Month Red Ribbon of Memories Campaign.

Find out what is happening in your community and become a part of it. You can work with groups that are already active or become the moving force for community action.

For more information or assistance contact NETS, the Network of Employers for Traffic Safety, at 202-452-6005. NETS is a nonprofit organization dedicated to helping employers reduce the incidence and cost of motor vehicle crashes.

Guidelines for the Responsible Use of Alcohol at Corporate Functions

HAVE SOMEONE RESPONSIBLE

A management level person should be charged with the responsibility of overseeing any function where alcohol is served and should brief staff members, caterers, and those responsible for logistics at hotels, conference centers, etc.

ALWAYS SERVE FOOD

When serving food, remember to offer:

- Adequate quantities—fresh, attractively arranged, and visible.
- Protein-based items that inhibit the absorption of alcohol into the bloodstream such as cheese, shrimp cocktails, spareribs, and pizza. Avoid thirst-provoking appetizers such as chips, pretzels, or other salty snacks.
- Food in waves to encourage frequent return trips back to the table. Or, pass food on trays circulated around the room.
- Unique and interesting foods to encourage consumption.

FOCUS EVENT ON SOMETHING FUN AND CREATIVE

Plan the event so that the focus is on people or events, and not on drinking. Plan an interesting program, social activity, or other entertainment.

CHARGE SEPARATELY

- If guests are charged a fee, separate the price of admission or food from the cost of drinks. Do not force non-drinkers to share the cost of alcoholic beverages.
- Sign no contract with a caterer requiring a minimum amount of sales—such contracts might encourage excessive drinking.

OFFER NON-ALCOHOLIC BEVERAGES

Serve alcoholic drinks only upon request. Always have nonalcoholic beverages available for mixing as well as drinking.

ESTABLISH GUIDELINES

Have bartenders adhere to strict serving guidelines:

- Measure correct amounts of liquor in drinks—no doubles.
- Do not serve individuals who appear to be impaired, and never serve minors.
- Establish a time limit on events where alcohol is served.
- Close the bar at least an hour before the end of the event and have non-alcoholic beverages, i.e., coffee, tea, soft drinks, and dessert available at that time.

Excerpted from *Safer Streets Ahead: A Community Handbook to Prevent Impaired Driving.* September 1990. The Office for Substance Abuse Prevention, Department of Health and Human Services and the National Highway Traffic Safety Administration, Department of Transportation.

Summary of State and Local Activities During National Drunk and Drugged Driving (3D) Prevention Month, December 1992

ALABAMA

Mothers Against Drunk Driving (MADD) sponsored a statewide Red Ribbon campaign and candlelight vigil.

In Tuscaloosa, 3D Month PSAs were produced for radio and television.

The Shoals Community Action Team (SCAT) held Red Ribbon events at Colbert and Lauderdale County malls, where they distributed more than 13,000 red ribbons.

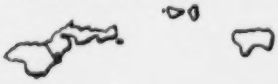
ALASKA

3D Month public service messages were broadcast via radio, television, and print media around the State throughout December.

Alaska State Troopers and Anchorage Police conducted special "Drunk Busters" enforcement efforts.

MADD sponsored its annual Candlelight Vigil to kick off 3D Month.

AMERICAN SAMOA



Governor Latali signed a proclamation supporting National 3D Prevention Month. The 3D Month Program Planner was widely distributed and used as the basis of community activities.

ARIZONA

More than 4,000 citizens took part in a New Year's Eve Party in Tucson to promote awareness of designated driver and responsible drinking concepts for adults.

The State's major Spanish-language radio station led a PSA campaign targeting Hispanic Americans with impaired driving prevention messages.

Maricopa County non-profit groups, businesses, and traffic safety interests launched a major alcohol-impaired driving awareness initiative.

ARKANSAS

"Holiday Highway Hero" was the Arkansas Designated Driver Program's slogan, which appeared on buttons worn by 500 servers in Little Rock hotels and restaurants. Servers quizzed patrons about designated drivers and cash prizes went to "Mystery Highway Heroes."

Little Rock's KARK-TV supported the "Holiday Highway Hero" effort by airing designated driver PSAs throughout 3D Month.

CALIFORNIA

The California Highway Patrol joined with more than 300 law enforcement agencies in the second annual "Lights on for Life" project, involving thousands of California motorists and drawing local media coverage throughout the State.

The "No Way Out" program generated additional 3D Month publicity by calling attention to the State's "on the spot" license suspension law.

COLORADO

To launch 3D Month, cellular phone companies announced a new program to report suspected impaired drivers by dialing ***DUI** on cellular phones in the State.

Law Enforcement Assistance Fund (LEAF) grants were made to forty-one agencies to enforce DUI laws. LEAF grants are funded entirely by fees collected from convicted impaired drivers.

COMMONWEALTH OF THE NORTHERN MARIANA ISLANDS

Hourly designated driver radio PSA broadcasts and billboards at major intersections were features of 3D Month activities led by the Office of Highway Safety and the Office of Public Safety.

Culturally appropriate materials on impaired driving and related problems were distributed island-wide for Korean, Chinese, Taiwanese, and Filipino ethnic groups.

Santa Claus supported 3D Month efforts to prevent impaired driving at local school events.

CONNECTICUT

Governor Lowell P. Weicker, Jr., officially proclaimed December as Drunk and Drugged Driving Prevention Month in the State.

Snowplows and other fleet vehicles of the Connecticut Department of Transportation carried "Don't Drink and Drive" messages directly to motorists on State-maintained highways.

DELAWARE

The 1992 3D Month logo and slogan appeared on billboards posted statewide in December and January. The billboards showed a sleeping figure on a sofa, and carried the caption "If Your Friend Drinks Too Much, Steer Him to Your Sofa."

Mid-Atlantic AAA and WJBR (radio) sponsored the Seventh Annual Spirit Free Mix-off at the Hotel DuPont.

DISTRICT OF COLUMBIA

U.S. Park Police stepped up DWI enforcement throughout December.

Metropolitan Police held pre-Christmas and pre-New Year's Eve sobriety checkpoints and offered special "incentives" to sober drivers.

The Washington Regional Action Program's (WRAP) 3D Month efforts attracted media attention through its "Sober Ride" project, which offered free taxi service.

FLORIDA

The Florida State Cabinet adopted a Drunk and Drugged Driving Prevention Month resolution in its December 1st session.

Sixty-seven sheriff's offices received a special 3D Month press kit and a request to solicit local newspaper coverage.

The Sarasota County and Polk County Sheriff's Offices set up DUI checkpoints.

GEORGIA

The Georgia State Patrol's Safety Education Unit collaborated with other law enforcement agencies to achieve 3D Month proclamations in 55 communities, 3D Month articles in 52 local newspapers, 2,335 airings of 3D Month PSAs on radio, and placement of more than 150 3D Month safety programs with schools, civic clubs, and industries.

Thanks to the Georgia Office of Highway Safety, more than 21,500 employees were reached through a special cover-letter-and-information 3D kit mailing to 256 major Georgia employers.

GUAM

The Governor issued a 3D Month proclamation supporting a public and private campaign including billboards, fliers, and news releases.

SADD and other groups held an annual National 3D Month walk-a-thon.

HAWAII

A 3D Month proclamation was signed by the Lieutenant Governor. City and county police departments joined MADD in sponsoring a candlelight vigil, a walk-a-thon, a parade, and other events.

TV stations aired new PSAs with an "Abuse It and Lose It" message about the State's new DUI laws.

IDAHO

Governor Andrus endorsed an Idaho-specific 3D Month Program Planner and calendar of events which was distributed throughout the State.

More than 20 cities reported 3D Month activities and special law enforcement efforts. Idaho newspapers ran features on enforcement, designated driver programs, and other impaired driving prevention strategies.

ILLINOIS

Two State Police-controlled drinking demonstrations were broadcast on Springfield radio stations; State troopers participated in 120 radio PSAs on impaired driving.

The South Suburban Regional Traffic Safety Program distributed 15,000 3D Month fliers to area liquor stores.

INDIAN NATIONS

The Indian Health Service distributed 3D Month Program Planners to American Indian tribes and communities throughout the U.S.

Fifteen tribal communities participated in 3D Month activities through their State's Holiday Survival programs.

INDIANA

New "Friends Don't Let Friends Drive Drunk" PSAs and posters were produced and distributed statewide.

3D Month Program Planners were sent to public agencies and volunteer organizations in major communities.

IOWA

The State Highway Safety Office sent 3D Month Program Planners to all law enforcement agencies. The Iowa Department of Education distributed them to all high school counselors.

The Des Moines Police Department and MADD promoted an annual candlelight vigil, attracting media attention.

A recovery center in the Iowa-Illinois Quad Cities area and five taxi companies offered free rides for holiday drinkers.

KANSAS

The City of Lenexa asked drinking establishments to provide designated drivers with free non-alcoholic beverages and distributed key chains and bumper stickers for impaired driving awareness.

Overland Park's Mayor issued a 3D Month proclamation and visited 37 participating retail drinking establishments to present Certificates of Appreciation to designated drivers.

KENTUCKY

State and local police and Alcoholic Beverage Control officers joined in Operation Nighthawk on December 19th. The 3D Month event involved sobriety checkpoints, saturated patrols, extensive media coverage, and checkpoint distribution of educational materials and red ribbons.

5,200 fans at a Murray State University basketball game received sheets with "3" printed on one side, to hold up when their team scored a 3-point shot. The reverse side bore DUI and safety belt messages.

LOUISIANA

The Highway Safety Department sent 3D Prevention Month Program Planners to media and highway safety advocates. The State's eight police troop districts, joined by many local departments, participated in a 3D Month enforcement blitz.

The Baton Rouge SADD group at Simpson High School, aided by State and local police, simulated an impaired driving crash at the school, attracting widespread attention.

MAINE

Governor John R. McKernan, Jr., proclaimed December as Drunk and Drugged Driving Prevention Month.

The Baileyville Police Department held a workshop for high school seniors, participated in a health and safety fair, and conducted road checks and a "tow-n-ride" event with local wrecker to promote impaired driving awareness.

The Paris and Norway Police Departments cooperated in setting up sobriety checkpoints near schools and distributed educational materials.

MARYLAND

The Highway Safety Coordinator developed a holiday flier reading, "Buckle Up, Slow Down and Don't Drink and Drive," which was delivered to 800 homes by Cumberland and Frostburg Domino's Pizza shops.

Four Charles County SADD groups gave out 80,000 MADD red ribbons and information to 2,000 high school students about safety belts and the State's .02 law for youth.

MASSACHUSETTS

3D Month kick-off spots aired 5,143 in times November, between 6:00 a.m. and midnight on major subscriber channels. "Tanked," a new PSA, was produced by an area cable station.

More than 200 Medford residents attended a gala and press conference to promote a pledge to not drink and drive and to use safety belts.

Plymouth's "Save a Life" project offered free cab rides to impaired motorists, training in responsible social hosting, and server training for 51 liquor licensees in neighboring communities.

MICHIGAN

1,200 3D Month press kits were distributed statewide.

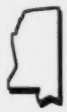
The MADD Red Ribbon campaign was held in conjunction with the Michigan State Victim Photo Board Memorial project.

MINNESOTA

Ninety alcohol and other drug-impaired driving prevention messages appeared on 3D Month billboards throughout the State.

Twelve thousand private sector workers received 3D Month materials with their paychecks.

MISSISSIPPI



The Drug Research and Education Association of Mississippi (DREAM) provided artwork, and community groups, industries, and other supporters rented more than fifty billboards reading "Don't Go Over the Edge. Celebrate the Holidays Drug Free" for 3D Month.

On December 4, 400 students and faculty from 65 schools attended a SADD-sponsored officer training/recognition session.

DREAM/Hattiesburg trained 25 church representatives to conduct alcohol and drug-impaired driving prevention activities.

MISSOURI

Twenty-five cities issued 3D Month proclamations and the Commanding General at Fort Leonard Wood sent a letter urging all Post personnel to support 3D Month objectives.

The City of St. Louis took part in national "First Night" celebrations on New Year's Eve, presenting a program of cultural entertainment in an alcohol-free environment.

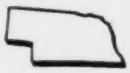
A St. Louis-area army post hosted a health fair, distributed materials, displayed posters, ran a "free ride" program, and produced PSAs for 3D Month.

MONTANA

Eighteen task forces, representing 80 percent of the State's population, distributed 3D Month materials and held activities ranging from educational displays to public readings of proclamations.

The Office of Highway Traffic Safety published a special 3D Month poster, distributed through the task forces. 3D Month press releases went to all newspapers in the State.

NEBRASKA



The State Highway Safety Office (SHSO) and the Century Council sponsored ads on radio and TV and placed ads in 10 newspapers to tell citizens about the Administrative License Revocation law.

Creighton University's health and safety fair featured drunk driving simulators and a breathalizer demonstration conducted by the State Patrol and the Department of Public Safety.

The State Highway Safety Office, Blue Cross/Blue Shield, and an outdoor sign company placed 42 impaired driving prevention billboards in the Lincoln and Omaha areas.

NEVADA

Report Every Drunk Driver Immediately (R.E.D.D.I.) was the State's 3D Month theme. A press conference was held on Highway 395, which was closed for 15 minutes in memory of those who have died in alcohol-related crashes.

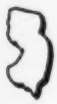
MADD tied red ribbons along Red Rock Canyon, and a climber scaled the canyon wall and unfurled a huge banner reading "Take a Rock Solid Stand Against Drunk Driving."

NEW HAMPSHIRE

Radio stations, newspapers, and New Hampshire Distributors, Inc. promoted a Designated Driver Program for the holidays. Individuals wearing a special designated driver badge were entitled to free non-alcoholic drinks.

The Governor's Highway Safety Breakfast for Drunk and Drugged Driving Prevention Month was attended by about 200 persons.

NEW JERSEY



3D Month was the focus of the December 1st announcement of the formation of the Governor's Youth Advisory Task Force and a workshop for youth leaders in the State.

Sixteen county Councils on Alcoholism and Drug Abuse held programs in high schools and colleges and targeted newspapers and cable television stations with 3D Month materials.

NEW MEXICO

Attorney General Tom Udall issued a DWI Prevention Task Force Report, containing 62 recommendations to halt impaired driving.

Fifty communities, including 36 DWI Community Prevention Programs, took part in "Holiday Survival," through which 3D Month Program Planners and Holiday Survival Kits were disseminated.

NEW YORK

The Governor's Traffic Safety Committee and the Department of Motor Vehicles distributed "Play It Safe" materials, including TV and radio PSAs and 110,000 poster game boards.

The PSA "Under the Influence" aired on 10 television stations and on the Jumbotron screen in Times Square. 3D Month radio PSAs went to 35 stations from New York City's Department of Transportation, Office of Safety Programs.

Computerized STOP-DWI messages were shown on bridge and tunnel toll plazas.

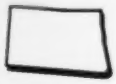
In Brooklyn, a "Teens on the Right Track" marathon promoted 3D Month.

NORTH CAROLINA

MADD and the Governor's Highway Safety Program held an Impaired Driving Issues Workshop attended by 91 people, which received TV and newspaper coverage.

The International Association of Chiefs of Police National Lifesaver's Weekend 1992 resulted in 594 DUI arrests, 1,052 safety belt violation arrests, and 86 child safety seat violation arrests.

NORTH DAKOTA



The Turtle Mountain Chippewa Nation at Belcourt ran 3D Month newspaper stories and radio PSAs and distributed "Let's Take a Stand" fliers.

The Bismarck youth group, Upbeat, paid for seven billboards in Bismarck and Mandan reading, "Dear Santa, Please tell everyone DON'T DRINK and DRIVE."

Dickinson's Police Department ran a "Safety Store" at the Prairie Hills Mall for 3D Month. Officers gave "customers" public information materials on youth alcohol awareness, designated driver programs, etc.

OHIO

Participants in a new State-wide "Safer Streets" training program were taught how to conduct 3D Month activities in their communities.

"Stay on the Right Side" was the theme of a Lake County Licensed Beverage Association campaign to discourage driving by customers consuming intoxicants.

OKLAHOMA

The Oklahoma Highway Safety Office (OHSO) sent State-specific 3D Month Program Planners to police chiefs, sheriffs, and community action groups. OHSO and the Oklahoma Press Association jointly produced full-page 3D Month public service messages in local papers during early December.

Governor David Walters held a December 2nd luncheon to proclaim 3D Month. The event was attended by 100 media, law enforcement, and traffic safety representatives.

OREGON

A TV station, the Portland Trailblazers, and MADD sponsored the "No Thanks, I'm Driving" program. Many restaurants offered free non-alcoholic beverages to those wearing designated driver buttons.

The Oregon Liquor Control Commission lit hundreds of Life Lights, as a reminder for safe and sober holiday driving on the annual Life Lights tree.

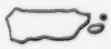
Oregon was cited as a model state by the U.S. Department of Transportation, the International Association of Chiefs of Police, and MADD for adopting a trio of laws recommended to reduce impaired driving.

PENNSYLVANIA

Twenty newspapers in Washington, Fayette, Greene, and Westmoreland counties received special 3D Month press releases and sample editorials. A mailing to 115 business in the State emphasized the hazards of drinking and driving.

Washington County Commissioners kicked off 3D Month by distributing 1,000 designated driver packets to members of the Tavern Association for placement in their establishments.

PUERTO RICO



The Traffic Safety Commission implemented a new campaign for 3D Month, "Sweeten your Life . . . Change that Drink for a Candy." Puerto Rico was blanketed with the "Sweetness Campaign," which was augmented by widespread media coverage.

Territory funds provided 4,282 spots on major island radio networks. The spots emphasized "Pass the Keys," "Take a Stand," and Designated Drivers.

RHODE ISLAND

3D Month Program Planners went to substance abuse prevention coordinators throughout the State, generating activities in many communities.

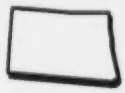
More than 200 Providence residents gathered for a candlelight service covered by area TV stations.

SOUTH CAROLINA

A 3D Month press conference on the steps of the Statehouse was covered by three TV stations, three radio stations, and Columbia's newspaper.

The November/December newsletter of the Commission on Alcohol and Drug Abuse ran several 3D Month articles, including "Booze, Cruise, Lose, Rolls on in South Carolina" and "Designated Drivers Are Making an Impact."

SOUTH DAKOTA



For 3D Month, a new toll-free telephone number was publicized to encourage reports of drunk drivers, in cooperation with the Office of Highway Safety, State Radio, the Highway Patrol, and other law enforcement agencies.

Media coverage statewide saluted 3D Month as one of the most effective projects for preventing drunk driving in the State.

TENNESSEE

Governor Ned McWherter issued a proclamation, sent to all county police departments, declaring December as 3D Prevention Month.

A kick-off rally was held at Neyland Stadium in Knoxville, to commemorate the 20,000 annual alcohol-related highway fatalities in the U.S. Police in Memphis and Nashville stepped up DUI enforcement tactics during 3D Month, including sobriety checkpoints, multi-agency involvement, and special task forces.

TEXAS

The Texas Department of Transportation and Texas Restaurant Association, which represents more than 6,000 establishments, promoted a "safe ride home" program.

"Don't Wreck Your Life" was the theme of a promotion by GSD&M Advertising agency in four major radio markets, through which stations offered 3D Month T-shirts.

UTAH

The U.S. Department of Transportation, the International Association of Chiefs of Police, and MADD all cited Utah as a model state for adopting a complete trio of laws the groups recommended to reduce impaired driving.

At a November 23 press conference, MADD kicked off its "Let's Change the Meaning of Tie One On" project, asking drivers to show their commitment to safe and sober driving by tying red ribbons on their vehicles.

VERMONT

The State's first highway safety legislative orientation was held during 3D Month.

Sobriety checkpoints were held throughout the State by State Police and county Safe Highways-Accident Reduction programs (SHARP).

The SHARP van was used a dozen times during 3D Month to promote awareness of sobriety checkpoints and impaired driving prevention.

VIRGINIA

"Plan Ahead: There's Life After the Party," was the theme of a party planner distributed statewide and unveiled at 3D Month kick-offs in Richmond and Norfolk.

A Holiday Safety Campaign Media Conference, emphasizing the State's "Come Home for the Holidays" campaign, was held December 1st at the Fairfax Governmental Center as the culmination of work by State and local governments, community groups, and businesses to promote 3D Month participation.

VIRGIN ISLANDS

Churches kicked off 3D Month from the pulpit, asking parishioners to refrain from drinking and driving. High schools held rap contests for lyrics about drinking and driving.

Island drinking establishments received hand-delivered 3D Month information packets and displayed "Let's Take a Stand" posters.

WASHINGTON

The Traffic Safety Commission sponsored the 5th Annual Washington Alcohol Traffic Safety Conference as part of the State's 3D Month observances.

Eighty-seven news media organizations were among recipients of 5,000 "Living It Up" responsible party guides distributed throughout the State.

WEST VIRGINIA

The Wood County Commission issued a 3D Month proclamation. Press releases, radio PSAs, and impaired driving prevention posters were distributed.

The City of Clarksburg CTSP coordinator discussed 3D issues on local television programs. Articles about the campaign were featured in area papers, and local TV stations ran anti-drinking-and-driving PSAs.

WISCONSIN

The State Department of Transportation worked with 33 corporations to promote 3D Month to 45,000 employees through its Corporate Challenge project, focusing on designated driver programs, seat belts, and the risks of drinking and driving.

Business Against Drunk Drivers (BADD) coordinated a 3D Month kickoff of the Southeast Wisconsin Designated Driver Program.

WYOMING

The Highway Safety Program distributed 3D Month Program Planners to all law enforcement agencies, the State Health Department, Community Traffic Safety Program coordinators, MADD, BACCHUS, and high school personnel.

"Tipsy Taxi," the theme of a statewide designated driver focus, was used on buttons, napkins, and other promotional items.

December 15th was "Ghost Out Day" in all high schools—a student participation project to heighten youth awareness of the dangers of drinking and driving.

Groups, Organizations, and Programs Involved with Impaired Driving Issues

AAA Affiliated Clubs
1000 AAA Drive
Heathrow, FL 32746
407-444-4000

AAA Foundation for Traffic Safety
1730 M Street, NW, Suite 401
Washington, DC 20036
202-775-1456

Advocates for Highway and Auto Safety
777 N. Capitol Street, NE
Suite 410
Washington, DC 20002
202-408-1711

American Council for Drug Education
204 Monroe Street, Suite 110
Rockville, MD 20850
301-294-0600

Association of Asian/Pacific Community Health Organizations (AAPCHO)
1212 Broadway, Suite 730
Oakland, CA 94612
510-272-9536

Boys and Girls Clubs of America
771 First Avenue
New York, NY 10017
212-351-5900

Center for Substance Abuse Prevention SAMHSA/CSAP
5600 Fishers Lane, Rockwall II
Rockville, MD 20852
301-443-9936

CSAP's National Clearinghouse for Alcohol and Drug Information (NCADI)
P.O. Box 2345
Rockville, MD 20847-2345
1-800-729-6686

Girls Incorporated
30 East 33rd Street
New York, NY 10016
212-689-3700

Institute on Black Chemical Abuse
2616 Nicollet Avenue, South
Minneapolis, MN 55408
612-871-7878

Insurance Institute for Highway Safety
1005 N. Glebe Road
Suite 800
Arlington, VA 22201
703-247-1500

Just Say No International
2101 Webster Street
Suite 1300
Oakland, CA 94612
800-258-2766

Mothers Against Drunk Driving (MADD)
511 East John Carpenter Freeway
Suite 700
Irving, TX 75062
214-744-MADD

National Asian Pacific American Families Against Substance Abuse (NAPAFASA)
420 East 3rd Street
Suite 909
Los Angeles, CA 90013-1602
213-617-8277

National Association for Native American Children of Alcoholics
1402 3rd Avenue
Suite 1100
Seattle, WA 98101
206-467-7686

National Association of Governors' Highway Safety Representatives (NAGHSR)
750 First Street, NE
Suite 720
Washington, DC 20002
202-789-0942

National Association of State Alcohol and Drug Abuse Directors (NASADAD)
444 N. Capitol Street, NW
Suite 642
Washington, DC 20001
202-783-6868

National Black Alcoholism Council, Inc. (NBAC)
1629 K Street, NW
Suite 802
Washington, DC 20006
202-296-2696

National Coalition to Prevent Impaired Driving (NCPID)
c/o Bobby Heard
Texans War on Drugs
11044 Research Boulevard
Suite 200
Austin, TX 78759
512-452-0141

National Commission Against Drunk Driving (NCADD)
1910 K Street, NW
Suite 810
Washington, DC 20006
202-452-6004

National Council of La Raza
810 First Street, NE
Suite 300
Washington, DC 20002
202-289-1380

National Council on Alcoholism and Drug Dependence, Inc. (NCADD)
12 West 21st Street
New York, NY 10010
212-206-6770 or 800-622-2255

National Federation of Parents for Drug Free Youth (NFP)
11159 B Southtown Square
St. Louis, MO 63123-7824
314-845-1933

National Governor's Association (NGA)
444 North Capitol Street, NW
Suite 267
Washington, DC 20001
202-624-5300

National Highway Traffic Safety Administration (NHTSA)
Traffic Safety Programs
(NTS-22)
400 Seventh Street, SW
Washington, DC 20590
202-366-6976

National Prevention Network (NPN) c/o NASADAD
444 N. Capitol Street, NW
Suite 642
Washington, DC 20001
202-783-6868

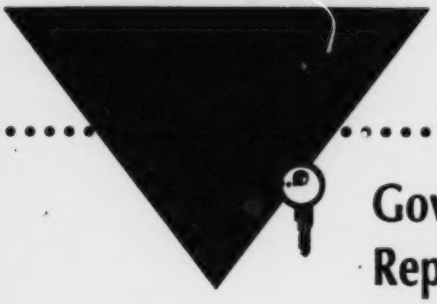
National Safety Council (NSC)
1019 19th Street, NW
Suite 401
Washington, DC 20036
202-293-2270

Network of Employers for Traffic Safety (NETS)
1910 K Street, NW
Suite 810
Washington, DC 20006
202-452-6004

Remove Intoxicated Drivers USA, Inc. (RID)
P.O. Box 520
Schenectady, NY 12301
518-393-4357

Students Against Driving Drunk (SADD)
P.O. Box 800
Marlboro, MA 01752
508-481-3568

U.S. Indian Health Service
5600 Fishers Lane
Rockville, MD 20857
301-443-1087



Governors' Highway Safety Representatives

ALABAMA
Governor's Highway Safety Representative
AL Department of Economic and Community Affairs
P.O. Box 5690
401 Adams Avenue
Montgomery, AL 36103-5690
205-242-8672

ALASKA
Governor's Highway Safety Representative
Highway Safety Planning Agency
Department of Public Safety
P.O. Box 111200
450 Whittier Street
Juneau, AK 99811
907-465-4322

AMERICAN SAMOA
Governor's Highway Safety Representative
American Samoa Government
P.O. Box 1086
Pago Pago, American Samoa 96799
011-684-633-1111
(through International Operator)

ARIZONA
Governor's Highway Safety Representative
Office of Highway Safety
3010 North Second Street, Suite 104
Phoenix, AZ 85102
602-223-2359

ARKANSAS
Governor's Highway Safety Representative
Arkansas Highway and Transportation Department
11300 Baseline Road
Little Rock, AR 72209
501-569-2648

CALIFORNIA
Governor's Highway Safety Representative
Office of Traffic Safety
Business, Housing and Transportation Agency
7000 Franklin Boulevard
Suite 440
Sacramento, CA 95823
916-445-0527

COLORADO
Governor's Highway Safety Representative
Director, Division of Highway Safety
4201 East Arkansas Avenue
Denver, CO 80222
303-757-9201

CONNECTICUT
Governor's Highway Safety Representative
Department of Transportation
Bureau of Highways
P.O. Box A
24 Wolcott Hill Road
Wetherstield, CT 06109-0801
203-666-4343

DELAWARE
Governor's Highway Safety Representative
Delaware State Police
P.O. Box 430
Dover, DE 19901
302-739-5911

DISTRICT OF COLUMBIA
Governor's Highway Safety Representative
Department of Public Works
Frank D. Reeves Center
2000 14th Street, NW
6th Floor
Washington, DC 20009
202-939-8000

FLORIDA
Governor's Highway Safety Representative
Department of Transportation
605 Suwanee Street, MS 57
Tallahassee, FL 32399-0450
904-922-5820

GEORGIA
Governor's Highway Safety Representative
Office of Highway Safety
The Equitable Building
100 Peachtree Street
Suite 2000
Atlanta, GA 30303
404-656-6996

GUAM
Governor's Highway Safety Representative
Department of Public Works, OHS
P.O. Box 2950
Agana, GU 96921
011-671-646-3101
(through International Operator)

HAWAII
Governor's Highway Safety Representative
Department of Transportation
869 Punchbowl Street
Honolulu, HI 96813
808-587-2150

IDAHO
Governor's Highway Safety Representative
Office of the Governor
State House
Boise, ID 83720
208-334-2100

ILLINOIS
Governor's Highway Safety Representative
Department of Transportation
P.O. Box 19245
3215 Executive Park Drive
Springfield, IL 62794-9245
217-782-4972

INDIAN NATIONS
Assistant Secretary, Indian Affairs U.S. Department of Interior
Mail Stop 4140
1849 C Street, NW
Washington, DC 20240
202-208-7163*

INDIANA
Governor's Highway Safety Representative
Room 206-State House
Indianapolis, IN 46204
317-232-2588

IOWA
Governor's Highway Safety Representative
Iowa Department of Public Safety
Wallace State Office Building
Des Moines, IA 50319
512-281-5104

KANSAS
Governor's Highway Safety Representative
Kansas Department of Transportation
Docking State Office Building
7th Floor
Topeka, KS 66612-1568
913-296-3461

KENTUCKY
Governor's Highway Safety Representative
Kentucky State Police Headquarters
919 Versailles Road
Frankfort, KY 40601-9980
502-695-6300

LOUISIANA
Governor's Highway Safety Representative
Louisiana Highway Safety Commission
PO Box 66336, Capitol Station
Baton Rouge, LA 70896
504-925-6991

MAINE
Governor's Highway Safety Representative
Department of Public Safety
36 Hospital Street
State House Station #42
Augusta, ME 04333
207-582-8776

MARYLAND
Governor's Highway Safety Representative
State Highway Administration
707 North Calvert Street
Baltimore, MD 21203-0717
410-333-1111

MASSACHUSETTS
Governor's Highway Safety Representative
100 Cambridge Street
Saltonstall State Office Building
Room 2104
Boston, MA 02202
617-727-5073

MICHIGAN
Governor's Highway Safety Representative
Office of Highway Safety Planning
300 South Washington Square
Suite 300
Lansing, MI 48913
517-334-5210

MINNESOTA
Governor's Highway Safety Representative
Department of Public Safety
Transportation Building
Room 211
St. Paul, MN 55155
612-296-6642

MISSISSIPPI
Governor's Highway Safety Representative
Department of Public Safety
301 West Pearl Street
Jackson, MS 39203-3085
601-949-2225

MISSOURI
Governor's Highway Safety Representative
Division of Highway Safety
Department of Public Safety
PO Box 104808
1719 Southridge Drive
Jefferson City, MO 65110-4804
314-751-4161

MONTANA
Governor's Highway Safety Representative
Highway Traffic Safety Division
1310 East Lockey
State Capitol
Helena, MT 59620
406-444-3412

NEBRASKA
Governor's Highway Safety Representative
Department of Motor Vehicles
PO Box 94612
301 Centennial Mall South
Lincoln, NE 68509-4789
402-471-3900

NEVADA
Governor's Highway Safety Representative
Department of Motor Vehicles and Public Safety
555 Wright Way, Room 258
Carson City, NV 89711-0090
702-687-5375

NEW HAMPSHIRE
Governor's Highway Safety Representative
New Hampshire Highway Safety Agency
Pine Inn Plaza
117 Manchester Street
Concord, NH 03301
603-271-2131

NEW JERSEY
Governor's Highway Safety Representative
Division of Highway Traffic Safety
Department of Law & Public Safety
CN-048
Trenton, NJ 08625
609-588-3750

NEW MEXICO
Governor's Highway Safety Representative
Department of Highways and Transportation
1120 Cerrillos Road
P.O. Box 1149
Santa Fe, NM 87504-1149
505-827-5109

NEW YORK
Governor's Highway Safety Representative
New York Department of Motor Vehicles
Empire State Plaza
Swan Street Building
Albany, NY 12228
518-474-0841

NORTH CAROLINA
Governor's Highway Safety Representative
Department of Transportation
Highway Building
1 South Wilmington
Raleigh, NC 27600
919-733-2520

NORTH DAKOTA
Governor's Highway Safety Representative
North Dakota Highway Department of Transportation
608 East Boulevard Avenue
Bismarck, ND 58505-0700
701-224-2581

COMMONWEALTH OF THE NORTHERN MARIANA ISLANDS
Governor's Highway Safety Representative
Department of Public Safety
Commonwealth of the Northern Mariana Islands
Saipan, Northern Mariana Islands 96950
011-670-234-8536
(through International Operator)

OHIO
Governor's Highway Safety Representative
Department of Highway Safety
P.O. Box 7167
240 Parsons Avenue
Columbus, OH 43266
614-466-3383

OKLAHOMA
Governor's Highway Safety Representative
Oklahoma Highway Safety Office
3223 North Lincoln
Oklahoma City, OK 73105-5403
405-521-3314

OREGON
Governor's Highway Safety Representative
Department of Transportation
135 Transportation Building
Salem, OR 97310
505-378-6388

PENNSYLVANIA
Governor's Highway Safety Representative
Department of Safety Administration
1200 Transportation & Safety Building
Harrisburg, PA 17120
717-787-3928

PUERTO RICO
Governor's Highway Safety Representative
Department of Transportation and Public Works
P.O. Box 41269
Minillas Station
Santurce, PR 00940
809-726-6670

RHODE ISLAND
Governor's Highway Safety Representative
Department of Transportation
State Office Building
Smith Street
Providence, RI 02903
401-277-2481

SOUTH CAROLINA
Governor's Highway Safety Representative
Office of Highway Safety Programs
1205 Pendleton Street
Room 453
Columbia, SC 29201
803-734-0421

SOUTH DAKOTA
Governor's Highway Safety Representative
Department of Commerce and Regulation
State Capitol Building
910 East Sioux
Pierre, SD 57501
605-773-3178

TENNESSEE
Governor's Highway Safety Representative
Department of Transportation
James K. Polk State Office Building
505 Deaderick Street
Suite 700
Nashville, TN 37243-0341
615-741-2848

TEXAS
Governor's Highway Safety Representative
State Department of Highways and Public Transportation
125 E. 11th Street
Austin, TX 78701-2483
512-463-8616

UTAH
Governor's Highway Safety Representative
Department of Public Safety
4501 South 2700 West
Salt Lake City, UT 84119
801-965-4611

VERMONT
Governor's Highway Safety Representative
Department of Motor Vehicles
120 State Street
Montpelier, VT 05603-0001
802-828-2011

VIRGINIA
Governor's Highway Safety Representative
Department of Motor Vehicles
P.O. Box 27412
2300 West Broad Street
Richmond, VA 23269
804-367-6602

VIRGIN ISLANDS
Governor's Highway Safety Representative
Virgin Island Office of Highway Safety
Lagoon Street Complex
Building #2, Room 218
Fredricksted, St. Croix, VI 00840
809-776-5820

WASHINGTON
Governor's Highway Safety Representative
Washington Traffic Safety Commission
1000 South Cherry Street
MS/PD-11
Olympia, WA 98504
206-753-6197

WEST VIRGINIA
Governor's Highway Safety Representative
Criminal Justice and Highway Safety Office
1204 Kanawha Boulevard, East
Charleston, WV 25301
304-558-8814

WISCONSIN
Governor's Highway Safety Representative
Wisconsin Department of Transportation
P.O. Box 7910
4802 Sheboygan Avenue
Madison, WI 53707-7910
608-266-1113

WYOMING
Governor's Highway Safety Representative
Wyoming Highway Department
Highway Safety Branch
P.O. Box 1708
Cheyenne, WY 82002-9019
307-777-4450

National Highway Traffic Safety Administration Regional Offices

REGION I
(Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont)

NHTSA Regional Administrator
Transportation Systems Center
Kendall-Square Code 903
Cambridge, MA 02142
617-494-3427

REGION II
(New Jersey, New York, Puerto Rico, and Virgin Islands)

NHTSA Regional Administrator
222 Mamaroneck Avenue
Room 204
White Plains, NY 10605
914-682-6162

REGION III
(Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, and West Virginia)

NHTSA Regional Administrator
BWI Commerce Park
7526 Connelley Drive, Suite L
Hanover, MD 21076-1699
410-768-7111

REGION IV
(Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee)

NHTSA Regional Administrtor
Suite 1048
1720 Peachtree Road, NW
Atlanta, GA 30309
404-347-4537

REGION V
(Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin)

NHTSA Regional Administrator
18209 Dixie Highway, Suite A
Homewood, IL 60430
708-206-3300

REGION VI
(Arkansas, Indian Nations, Louisiana, New Mexico, Oklahoma, and Texas)

NHTSA Regional Administrator
819 Taylor Street, Room 8A38
Fort Worth, TX 76102-6117
817-334-3653

REGION VII
(Iowa, Kansas, Missouri, and Nebraska)

NHTSA Regional Administrator
P.O. Box 412515
Kansas City, MO 64141
816-822-7233

REGION VIII
(Colorado, Montana, North Dakota, South Dakota, Utah, and Wyoming)

NHTSA Regional Administrator
555 Zang Street, 4th Floor
Denver, CO 80228
303-969-6917

REGION IX
(American Samoa, Arizona, California, Guam, Hawaii, Mariana Islands, and Nevada)

NHTSA Regional Administrator
Suite 1000
211 Main Street
San Francisco, CA 94105
415-744-3089

REGION X
(Alaska, Idaho, Oregon, and Washington)

NHTSA Regional Administrator
3140 Jackson Federal Building
915 Second Avenue
Seattle, WA 98174
206-220-7640

National Prevention Network State Designees

ALABAMA
AL Div. of Substance Abuse Services
P.O. Box 3710
Montgomery, AL 36193
205-270-4650

ALASKA
AK Council on Prev. of Alcohol and Drug Abuse
3333 Denali Street
Suite 201
Anchorage, AK 99503
907-258-6021

AMERICAN SAMOA
Dept. of Human Resources
Alcohol and Drug Program
Govt. of Amer. Samoa
Pago Pago, AS 96799
684-241-8904

ARIZONA
AZ Office of Community Behavioral Health
2632 East Thomas
Phoenix, AZ 85016
602-255-1025

ARKANSAS
AR Div. of Alcohol and Drug Abuse Prevention
P.O. Box 1437
Little Rock, AR 72203-1437
501-682-6664

CALIFORNIA
CA Division of Alcohol and Drug Prevention
1700 K Street
Sacramento, CA 95814-4037
916-323-9824

COLORADO
CO Alcohol and Drug Abuse Division
4300 Cherry Creek Drive, South
Denver, CO 80220-1530
303-331-2955

CONNECTICUT
CT Alcohol and Drug Abuse Commission
999 Asylum Avenue, 3rd floor
Hartford, CT 06105
203-566-7458

DELAWARE
DE Div. of Alcoholism, Drug Abuse and Mental Health
1901 North DuPont Highway
New Castle, DE 19720
302-421-6550

Office of Prevention
DE Dept. of Services for Children, Youth and Families
1825 Faulkland Road
Wilmington, DE 19805
302-633-2678

DISTRICT OF COLUMBIA
DC Health, Planning, and Development
1660 L St., NW, 7th Fl.
Washington, DC 20036
202-724-5637

FLORIDA
FL Alcohol and Drug Program Office
Building 6, Room 156
1317 Winewood Blvd.
Tallahassee, FL 32301
904-922-4270

GEORGIA
GA Alcohol and Drug Services Section
878 Peachtree Street, N.E.
Room 319
Atlanta, GA 30309
404-894-4749

GUAM
GU Dept. of Mental Health and Substance Abuse
PO Box 9400
Tamuning, GU 96911
671-646-9261-69

HAWAII
HI Alcohol & Drug Abuse Div.
PO Box 3378
Honolulu, HI 96801
808-586-4007

IDAHO
ID Bureau of Substance Abuse and Social Services
450 West State Street
Boise, ID 83720
208-334-5934

ILLINOIS
IL Dept. of Alcoholism and Substance Abuse
100 W. Randolph Street
Suite 5-600
Chicago, IL 60601
312-814-6332

INDIANA
IN Div. of Addiction Services
402 West Washington Street
Room W 353
Indianapolis, IN 46204-2739
317-232-7857

IOWA
IA Div. of Substance Abuse and Health Promotion
Lucas State Office Building
Des Moines, IA 50319-0075
515-281-3641

KANSAS
KS Alcohol and Drug Abuse Services
Biddle Building
300 Southwest Oakley
Topeka, KS 66606
913-296-3925

KENTUCKY
KY Division of Substance Abuse
275 East Main Street
IR Health Services Bldg.
Frankfort, KY 40621
502-564-2880

LOUISIANA
LA Division of Alcohol and Drug Abuse
1201 Capitol Access Road
P.O. Box 3868
Baton Rouge, LA 70821-3868
504-342-9351

MAINE
ME Office of Substance Abuse Prevention
State House Station #159
Augusta, ME 04333-0159
207-289-2595

MARIANAS/TRUST TERRITORIES
Health Services
Office of the Governor
Saipan, MP 96950
011-670-234-8950

MARYLAND
MD Alcohol and Drug Abuse Admin.
201 W. Preston Street, Rm. 410
Baltimore, MD 21201
301-225-6543

MASSACHUSETTS
MA Div. of Substance Abuse Services
150 Tremont Street
Boston, MA 02111
617-727-1960

MICHIGAN
MI Office of Substance Abuse Services
2150 Apollo Drive
P.O. Box 30206
Lansing, MI 48909
517-335-8844

MINNESOTA
MN Chemical Dependency Program Division
444 Lafayette Road
St. Paul, MN 55155-3823
612-296-4711

MISSOURI
MO Division of Alcohol
and Drug Abuse
1706 E. Elm Street
P.O. Box 687
Jefferson City, MO 65102
314-751-4942

MONTANA
MT Alcohol and Drug
Abuse Division
1539 11th Avenue
Helena, MT 59620
406-444-2878

NEBRASKA
NE Div. of Alcoholism
and Drug Abuse
P.O. Box 94728
Lincoln, NE 68509
402-471-2851

NEVADA
NV Bureau of Alcohol
and Drug Abuse
505 E. King St., Room 500
Carson City, NV 89710
702-687-4790

NEW HAMPSHIRE
NH Office of Alcohol and
Drug Abuse Prevention
Farnum Center
235 Hanover Street
Manchester, NH 03104-6115
603-644-2591

NEW JERSEY
NJ Division of Alcoholism &
Drug Abuse
129 E. Hanover Street
Trenton, NJ 08625
609-292-4414

NEW MEXICO
NM Substance Abuse Bureau
1190 Saint Francis Drive
Santa Fe, NM 87503
505-827-2601

NEW YORK
NY Division of Alcoholism
and Alcohol Abuse
194 Washington Avenue
Albany, NY 12210
518-473-0887

NY Division of Substance
Abuse Services
Executive Park South
Albany, NY 12203
518-457-5840

NORTH CAROLINA
NC Alcohol and Drug
Abuse Section
325 N. Salisbury Street
Suite 531
Raleigh, NC 27611
919-733-4555

NORTH DAKOTA
ND Division of Alcoholism
and Drug Abuse
1839 East Capitol Avenue
Bismarck, ND 58501
701-224-2769

OHIO
OH Dept. of Alcohol and
Drug Addiction Services
280 North High Street, 12th floor
Columbus, OH 43215-2357
614-466-3445

OKLAHOMA
OK Alcohol and Drug Programs
P.O. Box 53277
Oklahoma City, OK 73152
405-271-7474

OREGON
OR Office of Alcohol and Drug
Abuse Organizations
1178 Chemeketa Street, NE
Salem, OR 97310-0808
503-237-7808

PENNSYLVANIA
PA Office of Drug and
Alcohol Programs
Room 802, H&W Bldg.
7th & Forster Street
Harrisburg, PA 17120
717-787-6436

PUERTO RICO
PR Dept. of Anti-Addiction
Services
Box B-Y, Rio Piedras Station
Rio Piedras, PR 00928
809-763-7575

RHODE ISLAND
RI Div. of Substance Abuse
P.O. Box 20363
Cranston, RI 02920
401-464-2091

SOUTH CAROLINA
SC Commission on Alcohol
and Drug Abuse
3700 Forest Drive, Suite 300
Columbia, SC 29204
803-734-9552

SOUTH DAKOTA
SD Div. of Alcohol and
Drug Abuse
700 Governors Drive
Pierre, SD 57501
605-773-3123

TENNESSEE
TN Alcohol and Drug Abuse
Cordell Hull Bldg., Rm. 255
Nashville, TN 37247-4401
615-741-4450

TEXAS
TX Commission on Alcohol
and Drug Abuse
720 Brazos, Suite 403
Austin, TX 78701-1214
512-867-8790

UTAH
Dept. of Social Services
Div. of Substance Abuse
120 North 200 West, 4th Floor
Salt Lake City, UT 84145-0500
801-538-3939

VERMONT
VT Office of Alcohol and
Drug Abuse Programs
103 South Main Street
Waterbury, VT 05676
802-241-2172

VIRGINIA
VA Office of Substance
Abuse Services
P.O. Box 1797
Richmond, VA 23214
804-786-1530

VIRGIN ISLANDS
VI Div. of Mental Health,
Alcoholism, and Drug
Dependency
#1 3rd Street, DeCastro Bldg.
Sugar Estate, St. Thomas
U.S. Virgin Island 00802
809-774-7700

WASHINGTON
WA Div. of Alcohol and
Substance Abuse
Mail Stop: OB-21W
Olympia, WA 98504
206-438-8200

WEST VIRGINIA
WV Div. of Alcohol and
Drug Abuse
State Capitol Complex
Building 3, Room 451
Charleston, WV 25305
304-348-2276

WISCONSIN
WI Office of Alcohol and
Other Drug Abuse
1 West Wilson St., Room 434
P.O. Box 7851
Madison, WI 53707-7851
608-266-9485

WYOMING
WY Alcohol and Drug
Abuse Programs
Hathaway Building
Cheyenne, WY 82002
307-777-5402

CSAP's Regional Alcohol and Drug Awareness Resource Network State Centers

ALABAMA
Division of Substance
Abuse Services
Alabama Department of Mental
Health/Mental Retardation
200 Interstate Park Drive
P.O. Box 3710
Montgomery, AL 36193
(205) 270-4640

ALASKA
Alaska Council on Prevention
of Alcohol and Drug Abuse
3333 Denali Street
Suite 201
Anchorage, AK 99503
(907)258-6021

AMERICAN SAMOA
Department of Human
Resources
Social Services Division
Alcohol and Drug Program
Government of American Samoa
Pago Pago, AS 96799
(684) 633-4485
Fax: (684) 633-1139

ARIZONA
Arizona Prevention
Resource Center
Arizona State University
College of Extended Education
Tempe, AZ 85287-1708
(602) 965-9666
Fax: (602) 965-8198

ARKANSAS
Office on Alcohol and Drug
Abuse Prevention
400 Donaghey Plaza North
7th and Main Street
Little Rock, AR 72203-1437
(501) 682-6656

CALIFORNIA
State of California
Department of Alcohol and
Drug Programs
4th Floor
1700 K Street
Sacramento, CA 95814-4022
(916) 327-8447

COLORADO
Colorado Alcohol & Drug
Abuse Division
Resource Department
4300 Cherry Creek Drive
South Denver, CO 80220-1530
(303) 692-2930
(303) 692-2956
Fax: (303) 782-4883

CONNECTICUT
Connecticut Clearinghouse
334 Farmington Avenue
Plainville, CT 06062
(203) 793-9791
(203) 793-9813

DELAWARE
Office of Prevention Resource
Clearinghouse
Delaware Youth and
Family Center
1825 Faulkland Road
Wilmington, DE 19805-1195
(302) 633-2704
Fax: (302) 633-2565

DISTRICT OF COLUMBIA
Office of Health Planning
and Development
1660 L Street, NW
Suite 1117
Washington, DC 20036
(202) 673-7481
Fax: (202) 727-2386

FLORIDA
Florida Alcohol and Drug
Abuse Association
1030 E. Lafayette
Suite 100
Tallahassee, FL 32301-4547
(904) 878-6922
(904) 878-2196
Fax: (904) 878-6584

GEORGIA
Georgia Prevention
Resource Center
Division of Mental Health
Room 319
878 Peachtree Street, NE
Atlanta, GA 30309
(404) 894-4204

GUAM
Department of Mental Health
and Substance Abuse
P.O. Box 9400
Tamuning, GU 96911
(671) 646-9261
(671) 646-9269
Fax: (671) 649-6948

HAWAII
Drug Free Hawaii
Prevention Resource Center
1218 Waimanu Street
Honolulu, HI 96814
(808) 524-5509
(808) 524-0570

IDAHO
Boise State University
Idaho Radar Network Center
1910 University Drive
Boise, ID 83725
(208) 385-3471
Fax: (208) 385-3334

ILLINOIS
Prevention Resource
Center Library
822 S. College
Springfield, IL 62704
(217) 525-3456
Fax: (217) 789-4388

INDIANA
Indiana University
Indiana Prevention Resource
Center
Room 110
840 State Road, 46 Bypass
Bloomington, IN 47405
(812) 855-1237
(812) 855-4940

IOWA
Iowa Substance Abuse
Information Center
Cedar Rapids Public Library
500 1st Street, SE
Cedar Rapids, IA 52401
(319) 398-5133
Fax: (319) 398-0408

KANSAS
Kansas Alcohol and Drug
Abuse Services
Department of Social and
Rehabilitation Services
300 SW Oakley
Topeka, KS 66606
(913) 296-3925
Fax: (913) 296-0511

KENTUCKY
Drug Information Services
for Kentucky
Division of Substance Abuse
275 E. Main Street
Frankfort, KY 40621
(502) 564-2880

LOUISIANA
Division of Alcohol and
Drug Abuse
P.O. Box 3868
1201 Capitol Access Road
Baton Rouge, LA 70821-3868
(504) 342-9352
Fax: (504) 342-1384

MAINE
Office of Substance Abuse
Clearinghouse
State House Station #159
24 Stone Street
Augusta, ME 04333
(207) 287-2962

MARYLAND
Alcohol and Drug Abuse
Administration
Department of Health and
Mental Hygiene, 4th Floor
201 W. Preston Street
Baltimore, MD 21201
(410) 225-6914
Fax: (410) 333-7206

MASSACHUSETTS
The Psychological Center's
Prevention Network
488 Essex Street
Lawrence, MA 01840
(508) 688-2323
Fax: (508) 681-1281

MICHIGAN
Michigan Substance Abuse
and Traffic Safety
Information Center
2409 E. Michigan
Lansing, MI 48912-4019
(517) 482-9902
Fax: (517) 482-8262

MINNESOTA
Minnesota Prevention
Resource Center
417 University Avenue
St. Paul, MN 55103-1995
(612)224-5121
(800)223-5833

MISSISSIPPI
Mississippi Department of
Mental Health
Division of Alcoholism and
Drug Abuse
1101 Robert E. Lee Building
9th Floor
239 N. Lamar Street
Jackson, MS 39207
(601) 359-1288

MISSOURI
Missouri Division of Alcohol
and Drug Abuse
1706 E. Elm Street
Jefferson City, MO 65102
(314) 751-4942
Fax: (314) 751-7814

MONTANA
Department of Institutions
Chemical Dependency Bureau
1539 11th Avenue
Helena, MT 59620
(406) 444-2878

NEBRASKA
Alcoholism and Drug Abuse
Council of Nebraska
650 J Street
Suite 215
Lincoln, NE 68508
(402) 474-0930
(402) 474-1992

NEVADA
Bureau of Alcohol and
Drug Abuse
505 E. King Street
Suite 500
Carson City, NV 89710
(702) 687-4790
Fax: (702) 687-5980

NEW HAMPSHIRE
New Hampshire Office of
Alcohol and Drug Abuse
Prevention
State Office Park South
105 Pleasant Street
Concord, NH 03301
(603) 271-6100
Fax: (603) 271-5051

NEW JERSEY
New Jersey State Department
of Health
Division of Alcoholism and
Drug Abuse
129 E. Hanover Street
Trenton, NJ 08625
(609) 984-6961
Fax: (609) 292-3816

NEW MEXICO
Department of Health/BHSD-DSA
1190 St. Francis Drive
Room N3200
Santa Fe, NM 87502-6110
(505) 827-2601
Fax: (505) 827-0097

NEW YORK
New York Division of
Alcoholism and Alcohol Abuse
194 Washington Avenue
Albany, NY 12210
(518) 474-3460
Fax: (518) 474-3004

Judith M. Lukin
National Development and
Research Institute, Inc.
11 Beach Street
2nd Floor
New York, NY 10013
(212) 966-8700
Fax: (212) 941-1539

NORTH CAROLINA
North Carolina Alcohol and
Drug Resource Center
3109A University Drive
Durham, NC 27707-3703
(919) 493-2881

NORTH DAKOTA
North Dakota Prevention
Resource Center
1839 E. Capitol Avenue
Bismarck, ND 58501
(701) 224-3603

OHIO
Ohio Department of Alcohol
and Drug Addiction Services
12th Floor
2 Nationwide Plaza
Columbus, OH 43216
(614) 466-6379

OKLAHOMA
Oklahoma State Department
of Mental Health
1200 NE 13th St., 2nd Floor
P.O. Box 53277
Oklahoma City, OK 73117
(405)271-8755
Fax: (405) 271-7413

OREGON
Oregon Drug and Alcohol
Information
2801 N. Gantenbein
Portland, OR 97227
(503) 280-3673
(800) 237-7808
Fax: (503) 280-4621

PENNSYLVANIA
PENNSAIC
Columbus Square
652 W. 17th Street
Erie, PA 16502
(814) 459-0245
Fax: (814) 453-4714

PUERTO RICO
Department of Anti-Addiction
Services
414 Barbosa Avenue
Apartado 21414
Rio Piedras, PR 00928-1414
(809) 767-5990
(809) 765-5895

RHODE ISLAND
Office of Substance Abuse
Division of Community
Development
P.O. Box 20363
Cranston, RI 02920
(401) 464-2380
Fax: (401) 464-2064

SOUTH CAROLINA
South Carolina Commission on
Alcohol & Drug Abuse
The Drug Store Information
Clearinghouse
3700 Forest Drive
Suite 300
Columbia, SC 29204
(803) 734-9559

SOUTH DAKOTA
South Dakota Division of
Alcohol and
Substance Abuse
3800 E. Highway 34
c/o 500 E. Capitol
Pierre, SD 57501-5070
(605) 773-3123
Fax: (605) 773-5483

TENNESSEE
Tennessee Alcohol and Drug
Association
545 Mainstream Drive
Suite 404
Nashville, TN 37228
(615) 244-7066
Fax: (615) 255-3704

TEXAS
Texas Commission on Alcohol
and Drug
Abuse Resource Center
720 Brazos Street
Suite 307
Austin, TX 78729
(512) 867-8700
Fax: (512) 480-0679

UTAH
Utah State Division of
Substance Abuse
4th Floor
120 N. 200 West
Salt Lake City, UT
84145-0500
(801) 538-3939

VERMONT
Office of Alcohol and Drug
Abuse Programs
103 S. Main Street
Waterbury, VT 05671-1701
(802) 241-2178
Fax: (802) 244-8103

VIRGINIA
Virginia Department of Mental
Health
Office of Prevention
P.O. Box 1797
Richmond, VA 23214
(804) 371-7564
(804) 371-6179

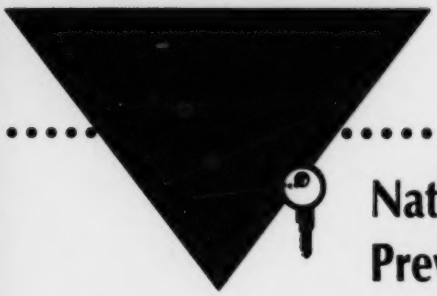
VIRGIN ISLANDS
Division of Mental Health
Prevention Unit
#6 & 7 Estate Diamond Ruby
Charles Harwood Hospital
Richmond, St. Croix, VI 00820
(809) 774-7700
FAX: (809) 774-4701

WASHINGTON
Washington State Substance
Abuse Coalition (WSSAC)
12729 N.E. 20th
Suite 18
Bellevue, WA 98005-1906
(206) 637-7011
Fax: (206) 637-7012

WEST VIRGINIA
West Virginia Library
Commission Cultural Center
Charleston, WV 25305
(304) 558-2041
Fax: (304) 348-2044

WISCONSIN
Wisconsin Clearinghouse
315 N. Henry Street
Madison, WI 53703
(608) 263-2797
(608) 263-6886
Fax: (608) 262-0123

WYOMING
Wyoming Care Program
University of Wyoming
McWhinnie Hall, Room 115
P.O. Box 3374
Laramie, WY 82071-3374
(307) 766-4119



National Drunk and Drugged Driving (3D) Prevention Month Feedback Form

IMPORTANT! Please let us know about your 3D Prevention Month activities. Your responses will help to evaluate and improve this Program Planner's Kit, so that we may better serve your needs in the future. By returning this form, you will also be eligible to receive a **trip to the 1994 Lifesavers/12 meeting in Washington, DC.** Complete and return this form by January 14, 1994. Be sure to include the requested return address and telephone number below.

Which of the following products did you use in your Drunk and Drugged Driving Prevention Campaign? (Please check the items you used.)

- ❑ Impaired Driving Program Background
- ❑ Discussion of Campaign Goals
- ❑ How to Launch Your 3D Month Activities
  - ❑ Working With the Media
  - ❑ Working in Your Community
- ❑ Corporate Guide/Corporate Functions Guidelines
- ❑ Additional Resources
- ❑ Impaired Driving Prevention Fact Sheets
  - ❑ .08
  - ❑ ALR
  - ❑ Zero Tolerance
  - ❑ Cost of Alcohol-Related Traffic Crash Injuries
  - ❑ Safety Belts
- ❑ Talking Points
- ❑ Sample Press Release
- ❑ Sample Opinion Editorials
  - ❑ How to Make Use of Sample Opinion Editorials
  - ❑ "The Drink We Can't Afford"
  - ❑ "Prevention Works"
  - ❑ "Why Didn't They Pay Attention?"
  - ❑ "Where There's a Will"
- ❑ Sample PSAs
- ❑ Sample Proclamation
- ❑ Camera-Ready Artwork

Comments

Briefly Describe Your 3D Activities

Will you make use of the products outside of 3D Prevention Month? Briefly describe how.

When did you receive your kit?

Were you the kit's end-user? Yes ❑ No ❑

If so, did you receive the kit directly ❑ or from another source ❑ ?

To be eligible for trip, fill in the following:

Name: _____

Organization: _____

Address: _____

_____

Telephone: _____

You might win an all expense-paid trip to the Lifesaver/12 meeting! One name will be selected at random to receive free air fare and conference registration, plus hotel, dining, and related travel expenses.

Space for additional comments:

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NATIONAL COMMISSION AGAINST
DRUNK DRIVING
1910 K ST NW SUITE 810
WASHINGTON DC 20077-2813

NATIONAL 3D PREVENTION MONTH COALITION

1910 K Street, N.W., Suite 810, Washington, D.C. 20006

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Prevention WORKS!
.08 Blood Alcohol Concentration (BAC)

What is .08 BAC?

A .08 BAC State statute makes it illegal to drive or be in control of a motor vehicle with a Blood Alcohol Concentration of .08 or above. The act of driving at or above .08 BAC constitutes a violation of the law in and of itself, regardless of whether the person exhibits signs of intoxication (such as slurred speech, unsteady gait, irregular driving, etc.). Since the statute specifies that it is illegal to drive under that condition per se, this type of law is known as an illegal per se law. Most industrialized nations (Canada, Great Britain, Australia, New Zealand, and the Scandinavian countries) have set BACs of .08 or lower. As of 1993, only nine States have an illegal per se law at the .08 BAC level. Thirty-seven States and the District of Columbia have illegal per se laws at .10 BAC; four States and the Commonwealth of Puerto Rico have no illegal per se law.

Usually, a law enforcement officer observes a driving violation and has an "articulable suspicion" that the driver is impaired. The officer then stops the vehicle and follows procedures to determine if there is "probable cause" that an offense has been committed. This may include use of a passive breath sensor and other sobriety tests. If the officer determines that there is probable cause, the driver may then be asked to submit to chemical tests to determine BAC. If the tests show a BAC of .08 or more, or if the person refuses to take the tests, then he or she is arrested for DUI/DWI and convicted by a court of law if found guilty. (A slightly different procedure applies in States with administrative license revocation laws. Such laws also define what administrative, rather than judicial, penalty will be imposed.)

Why is .08 BAC Needed?

Several recent studies conclude that all drinkers have some impairment at .08 BAC. Other research shows that the higher the BAC, the greater the risk of involvement in a motor vehicle crash. These studies provide a clear prevention-based argument for lower BAC standards.

By lowering the illegal per se level to .08 BAC, States expand the universe of "arrestable" drivers and create a stronger deterrence for impaired driving by setting tougher standards. The .08 BAC illegal per se laws also increase the probability of conviction because the definition of "drunk" is much more specific and easier to prove than for other DUI/DWI laws.

continued on back

What Can I Do?

Find out what the law is in your State. Is it an illegal per se law, or does it simply set a standard under which a driver is presumed to be intoxicated or impaired? What are the DWI/DUI penalties under the law?

Voluntary efforts by individual concerned citizens in support of .08 BAC laws are contributing to safer highways and demonstrating that prevention works. To be part of this movement, you can:

- Work with existing grassroots, governmental, civic, or business organizations [such as MADD, RID (Remove Intoxicated Drivers), SADD, State associations of emergency room physicians, etc.] already involved in highway safety, public health and safety, and prevention efforts.

- Form a coalition with State and local governments and other organizations to support State legislation to lower the BAC standard. State law enforcement and public health agency officials know how to draft legislation or may already be working on appropriate legislation.

- Help inform the public and decision makers about the benefits of .08 BAC laws. Cooperate with State highway safety and public health agencies and other interested groups. Public service announcements, editorial board meetings, press releases, conferences, and rallies attract media attention. Newsletter articles and literature distributed through coalition member organizations also spread the word.

- Let your Governor and your State Legislature know that you favor .08 BAC laws, and that these laws save both lives and taxpayer dollars. Find a legislator willing to support .08 BAC laws who can be the channel for clear, concise, and non-technical arguments. Be sure you are both aware of arguments against lower BACs and have materials rebutting such arguments.

- Help State and local law enforcement agencies organize and promote impaired driving enforcement activities (such as sobriety checkpoints, a good place to distribute BAC-law information).

- Encourage judges and prosecutors to convict drivers who exceed the .08 BAC standard. Help organize workshops and seminars to provide them with the latest ideas and solutions regarding impaired driving. Remind them that prevention works!

For more information, refer to the list of groups, organizations, and programs in the 1993 National 3D Prevention Month* Background and Resource Guide *or contact the National 3D Prevention Month Coalition at 202-452-6004.

Prevention WORKS!
Administrative License Revocation (ALR)

What Is It?

Administrative license revocation–or ALR–allows an arresting officer to immediately confiscate the driver's license of a driver who is found with a blood alcohol concentration at or above the legally set limit or who refuses to take a blood alcohol concentration test. The officer usually then issues a temporary driving permit valid for a short time, often from 15 to 20 days, and notifies the offender of his or her right to an administrative hearing to appeal the revocation. If there is no appeal, or if the revocation is upheld, the offender loses her or his driving license for a set period (90 days in most States for a first offense, longer for subsequent offenses). By April 1993, ALR laws had been enacted in 33 States and the District of Columbia.

Why Does It Work?

In States with no ALR laws, impaired drivers may lose their licenses, but only after a criminal court conviction. There may be considerable delay before the case comes to court and the license is revoked. Often, due to plea bargaining or diversion programs, the offender's license is never suspended at all.

ALR is an effective deterrent because the public sees it as a swifter, more certain punishment than penalties applied through the traditional judicial process. ALR is effective in two ways. First, drivers who are arrested and have their licenses revoked under ALR are less likely to drink and drive again. Second, and more importantly, ALR discourages the general public from driving while impaired because they worry about losing their licenses if they do.

The cost of ALR to States has been small. License reinstatement fees paid by offenders often cover start-up and administrative costs. Also, States with ALR may qualify for Federal highway safety grants. Most importantly, ALR laws save lives and prevent injuries from traffic crashes, reducing the burden of such crashes. A 1991 National Highway Traffic Safety Administration study of three ALR States found that reduced night-time crashes saved each State many millions of dollars in death, injury, and property damage costs. Such savings ranged from $37 million to $104 million.

Research shows that ALR laws can prevent impaired driving. One study found that ALR laws reduced night-time fatal traffic crashes (which are likely to involve alcohol) by about 9 percent.

What Can You Do?

Public opinion polls find a large majority of Americans favoring automatic license suspension for impaired drivers. Many public and private groups are working to promote passage of ALR laws in States that do not have them. Publicity is an important factor in ALR effectiveness. Nevada, for example, found a 12 percent reduction in alcohol-related crashes after a publicity campaign informed its citizens about the ALR procedure.

For information on how to encourage passage of ALR laws, or to find out which local groups are working for passage of ALR, you can call the National Highway Traffic Safety Administration at 202-366-2722.

Prevention WORKS!
Zero Tolerance for Youth

What is Zero Tolerance?

It is illegal in every State to sell or serve alcohol to persons under the age of 21. Since it is illegal for those under 21 to drink, it should be illegal for persons under 21 who have been drinking to drive. A "zero tolerance" law makes it illegal "per se" (in and of itself) for persons under the age of 21 to drive with any measurable alcohol in their blood.

As of July of 1993, sixteen States had established lower BACs for youthful drivers. Only 11 of these States have established illegal per se levels of .00, .01, or .02 blood alcohol concentration (BAC) for drivers under 21. (Some States use .01 or .02 BAC to define zero tolerance to allow for variation in alcohol testing instruments.) Nine other States have set illegal per se levels between .00 and .06 for some youthful drivers (typically, drivers under 18).

To be effective, a zero tolerance law should allow a police officer to require a breath test from a driver under the age of 21 if the officer has probable cause to believe that the driver has been drinking. If the driver refuses the test or the test reveals a measurable alcohol level, then the driver should be subject to sanctions, including loss of his or her driver's license.

Why Are Zero Tolerance Laws Needed?

A total of 2,452 youths, aged 15-20, died in alcohol-related crashes in 1992. The relative risk for drivers under 21 is greater at low alcohol impairment levels than for older drivers. Studies also show that zero tolerance laws leading to the loss of a driver's license can reduce total alcohol-related fatalities. A zero tolerance law also complements existing State laws prohibiting alcohol sales and service to youth.

continued on back

What Can I Do?

Become familiar with the law in your State. As of July 1993, 11 States have .02 or lower BAC limits for drivers under the age of 21: Arizona (.00), Arkansas (.02), Maine (.02), Maryland (.02), New Jersey (.01), Oregon (.00), Utah (.00), New Mexico (.02), Minnesota (.00), Tennessee (.02), and the District of Columbia (.02).

Find out about "use-lose" laws as well. Let decision makers in your community and your State know about these legislative strategies to discourage use of alcohol by those under 21 and to prevent impaired driving among this group. The "use-lose" statutes make it illegal for anyone under 21 to purchase, possess, transport, or consume alcohol. A youth with a detectable amount of alcohol in his or her body is in violation of the law and loses her or his driver's license, usually for 6 months to a year. For youths not yet licensed to drive, a use-lose law typically delays issuance of a driver's license for a specified period (usually 6 months to a year).

Help State and local governments, juvenile court judges, youth groups, and other organizations to support State legislation to lower the BAC standard. Help form a coalition of these interests if no one has yet done so in your area.

Work with State highway safety and public health agencies on a campaign to promote zero tolerance laws.

Communicate your support of zero tolerance laws to your Governor and State Legislature. Remind them of the costs of impaired driving, the health and safety benefits of lower BAC laws, and that prevention works.

Encourage police to promote and enforce impaired driving laws for youth. Police are likely to emphasize their community's priorities; let them know that the community supports laws to prevent underage drinking and youthful impaired driving, to encourage enforcement of these laws.

For more information on zero tolerance for youth, you can call Mothers Against Drunk Driving (MADD) at 214-744-MADD, Remove Intoxicated Drivers (RID) at 518-372-0034, or Students Against Driving Drunk (SADD) at 508-481-3568

The Cost of Alcohol-Related Traffic Crash Injuries

Alcohol is a factor in 45.1% of all fatal traffic crashes and one-fifth of all crashes involving injury. As a result, a large portion of the economic costs of traffic crash injuries is attributed to crashes where alcohol is involved.

In 1990, alcohol-related traffic crashes cost about $46 billion, based on an average of approximately $800,000 per fatal crash and $14,500 per non-fatal crash. A significant portion of the $46 billion, approximately $37 billion, is associated with medical costs, lost productivity, and property damage incurred as a result of alcohol-related crashes.

In 1992, drinking was a factor in about 15,777 fatal crashes. For every age between 6 and 33, traffic crashes are the greatest single cause of death, and alcohol is involved in 45.1% of these.

Another measure of the cost is the loss of potential years of life. Traffic crash deaths generally involve victims who are much younger than those with diseases like cancer or heart disease, which are much more prevalent among the older segment of our population. Each alcohol-related crash death costs our Nation an average of 37 years of a person's life. (By comparison, an average cancer death costs 16 potential years of life lost; heart disease, 12.) So, fatal alcohol-related crashes in just a single year account for over 600,000 years of potential life lost. Compared to any other health problem, alcohol-related traffic crashes represent one of the most significant preventable costs to our Nation.

Prevention WORKS! Safety Belts

Controlling the use of alcohol and other drugs is an extremely important part of the traffic safety picture. Community leaders and concerned citizens should also understand that safety belt usage affects our safety on the highways and the personal, social, and economic costs of traffic crashes.

Safety Belts

In spite of all our best efforts, traffic crashes will happen. When that terrifying instant occurs, a properly worn lap-shoulder belt can prevent a terrible tragedy. Research has shown that safety belts reduce the risk of fatal or serious injury to front seat passengers by 45 to 50 percent. In 1991, belt use saved 4,682 lives and prevented about 122,000 moderate to critical injuries.

How do safety belts relate to impaired driving? First, the safety belt is our best defense against impaired drivers. Second, we should realize that two out of three persons killed by an impaired driver are in the impaired driver's vehicle. Third, it should come as no surprise that impaired drivers are much less likely to wear safety belts—making it even more likely that their unsafe driving will lead to injuries and even death.

What Can I Do?

You can buckle up and make sure that those you care about buckle up. But that is not enough. Even if we do what we can to ensure our own safety and the safety of those close to us, we still pay the cost for the tens of thousands of injuries to unbelted victims. Recent studies have shown that one-third to one-half of the medical costs of persons hospitalized for traffic crashes are absorbed by government—that means you and me. We must work towards improving the safety belt use rate of everyone on the road.

One effective way of increasing belt use is to pass mandatory safety belt use laws. Forty-four States plus the District of Columbia, Puerto Rico, and U.S. Territories have these laws. But the remaining six States should pass them, and most existing laws should be strengthened.

Another very effective way to increase belt use is to support and encourage combined public information and enforcement programs at the State and local levels. In 1990, fewer than 50 percent of Americans wore their safety belts. By then, our Canadian neighbors had achieved a use rate of more than 85 percent, with several provinces at more than 90 percent.

A national campaign was implemented in 1991 to increase the safety belt use rate to at least 70 percent by the end of 1992. It included enforcement and public information programs coupled with grassroots efforts designed to show community support for the enforcement of safety belt and child safety seat laws. By the end of 1992, national use was 62 percent—short of the goal— but the largest increase achieved since 1985-86 when most use laws were passed.

Similar State and local programs are being continued in 1993 and beyond in order to achieve a new goal—75 percent use by the end of 1996. At that rate, an additional 1,850 lives will be saved each year.

To support combined public information and enforcement programs, a National Safety Belt Coalition was formed. For further information on the Coalition, call 202-296-6263. A National Safety Belt Honor Roll has also been organized to recognize those groups, schools, and organizations that can document a use rate of at least 70 percent. Contact your Governor's Highway Safety Representative or your National Highway Traffic Safety Regional Office for information.

Talking Points Suggested for Local Speeches and Interviews

- Alcohol-related highway crashes are the leading cause of death for adolescents and young adults in the U.S.
- Highway crashes involving drivers (and pedestrians) who are impaired by alcohol and other drugs are not "accidents." Prevention works to save lives.
- Approximately 17,700 Americans died in these preventable crashes in 1992, about one third of them under the age of 25.
- In spite of the minimum legal drinking age now set at 21 in all States, in 1992 34.2% of fatally injured drivers under 21 had known blood alcohol concentrations of .01 or above. Intensive efforts have significantly reduced alcohol crash involvement for this age group.
- Teenagers are at high risk for alcohol-related highway crashes. According to a March 1989 report, nearly half of 10th graders and a third of 8th graders reported riding during the past month with a driver who had used alcohol or other drugs before driving.
- Nine States have followed recommendations of most experts to lower the BAC to .08 for drivers 21 and over. This recognizes research showing that any measurable blood alcohol concentration increases the crash risk for some drivers, and that the risk increases substantially by .08 BAC. Most States consider a blood alcohol concentration of .10 as legal intoxication.
- Impaired drivers with a BAC of .15 are 26 times as likely to have a fatal crash as sober drivers.
- The amount of alcohol consumed by people arrested for driving under the influence is usually very high. On average, their BACs register the pure alcohol bloodstream equivalent of 10 to 12 drinks in a 4-hour period, or BACs greater than .15.
- In addition to saving lives, and avoiding injuries and property damage, preventing impaired driving reduces the costs of private insurance and health care, frees law enforcement personnel to counter other threats to the community's well-being, and relieves over-burdened court and prison systems.
- Localities which have adopted Administrative License Revocation (ALR) measures, empowering law enforcement personnel to confiscate licenses of impaired drivers on the spot, report decreased impaired driving and fewer alcohol-involved fatalities, again proving that prevention works.
- Many jurisdictions now have or are developing measures to establish zero tolerance and/or use-lose laws to reinforce a no use message for youth. Withholding or revoking driving privileges for underage violators is effective because driver's licenses are prized possessions for youthful drivers.
- Parents and communities are teaching children and adolescents how to recognize and resist pro-drinking messages from role models, peers, and the media; they are providing more comprehensive education about the safety and health consequences associated with use of alcohol and other drugs.

YOUR LETTERHEAD

FOR IMMEDIATE RELEASE

CONTACT:
PHONE:

(organization) KICKS OFF DRUNK & DRUGGED DRIVING (3D) PREVENTION MONTH WITH A CALL TO ACTION TO COMMUNITIES AND INDIVIDUALS

(LOCAL DATELINE) "Let's Take a Stand! Friends Don't Let Friends Drive Drunk" is the theme for this December's National Drunk and Drugged Driving Prevention Month. The *(insert your organization)* joins a coalition of national organizations including the National Highway Traffic Safety Administration (NHTSA) and the Center for Substance Abuse Prevention (CSAP) as a sponsor of the campaign.

A decade of combined efforts by NHTSA, the media, and many public and private organizations and volunteers has demonstrated that prevention works to reduce impaired driving. 3D Month and other strategies are credited with saving lives and reducing both injury and property damage. In 1992, about 17,700 Americans died in crashes involving drivers and pedestrians impaired by alcohol and other drugs. This is the lowest figure in 30 years, but it is still unacceptably high.

(Insert your organization) is taking part in this nationwide effort to emphasize the consequences of impaired driving and call to action ways to significantly reduce the number of alcohol-related crashes that claim thousands of innocent lives each year.

(insert your paragraph(s) on local/organization activities for 3D Month.)

The "Let's Take a Stand" campaign promotes recognition of alcohol impairment at any level of blood alcohol concentration (BAC) and urges communities to support reduced legal BAC limits to .08 for drivers 21 and over, as well as zero tolerance and use-lose laws for younger drivers. It seeks administrative license revocation (ALR) laws, enabling police to immediately confiscate the driving license of a driver who is found with a blood alcohol level over the legal limit or who refuses to take a blood alcohol level test. The campaign also asks community leaders to create safer and healthier norms regarding drinking and to provide balanced information about the health and safety consequences of alcohol use for youth.

For information on how you can support national 3D Month, and assistance in planning activities to promote "Let's Take a Stand! Friends Don't Let Friends Drive Drunk" in your community, contact:*(name/phone number).*

How to Make Use of Sample Opinion Editorials

- Read the samples first; be prepared to summarize their content for others.
- You probably already know which newspapers circulated in your community accept "op ed" submissions. But it's a good idea to confirm by telephone, ask for specific guidelines, and get the name, title, address, telephone, and FAX numbers of the staff member to whom they should be sent. Calling may also reveal a particular publication's interest in the subject.
- Copy or adapt the sample cover letter and copy the op ed piece you're enclosing on your own letterhead. The letter should be signed by the head of your organization, a member of your board, or your top staff person. Send these by first class mail, and/or FAX, as appropriate, or hand deliver if convenient.
- Call within a few days of when your material should have reached the newspaper. Confirm that it has arrived, ask whether it may be published, and see if additional references are needed.
- If one paper turns you down, try another. Avoid offering the same piece to two publications at the same time.
- **Copies of published op eds should be sent to the Editor, NCADI News Monitor, Box 2345, Rockville, MD, 20852, so others can learn from your success.**

Sample cover letter (on your letterhead):

Dear (editor):

December is National Drunk and Drugged Driving Prevention Month and (insert name of your organization) is joining hundreds of local, State, and national organizations to support efforts to reduce preventable crashes on our highways.

The enclosed op ed piece will alert our community to the continuing and costly tragedies associated with impaired driving and remind your readers that prevention works to save lives, property, and scarce health-care dollars. We hope you will publish this soon.

If you would like to know more about alcohol and other drug impaired driving and what we are doing to make prevention work in (name of community), please call me at (phone number).

Thank you for helping to make our streets and highways safer for everyone.

Sincerely,

(name & title)
(organization name)

Alcohol-Impaired Driving: The Drink We Can't Afford

Alcohol impaired driving accounts for one death on U.S. highways about every half hour, adding up to about 17,700 lives lost in 1992. That's almost 49 deaths per day, eight of them persons under the age of 21. Every day. Over the last decade, about a quarter of a million Americans died in alcohol-related highway crashes, approximately the population of the City of Norfolk, Virginia. Estimates of the total years of life lost this way are about three-quarters of a million—a very long time.

And roughly another 1.4 million of our family members, friends, and neighbors are injured in these kinds of crashes every year. Over the same ten years, these injured (some of them permanently disabled) individuals equal the population of another familiar community, the City of San Diego. The image of everyone in a city like Norfolk dying, and every resident of San Diego suffering injury, suggests the scope of our problem.

If these numbers are awesome, what of their impact on our economy? The National Highway Traffic Safety Administration (NHTSA) puts the cost for highway crashes involving a driver or pedestrian impaired by alcohol or other drugs at $46.1 billion, or $183 annually for every man, woman, and child in the U.S. NHTSA estimates total medical costs per critical injury at an average of more than $250,000 and concludes that every alcohol-related highway death costs society nearly $800,000. This is an enormous bill the U.S. economy can ill afford.

A decade-plus of public and private sector efforts to prevent alcohol and other drug problems generally, and impaired driving specifically, underscores the obvious: prevention works. Prevention targeting under-21 drivers, for instance, has resulted in a declining proportion of 15 to 20 year-old drivers involved in crashes who were intoxicated, down from 31 percent in 1982 to 17.1 percent in 1992. Similarly, alcohol prevalence data reveal that 3.5 million of today's young people under 18, who would have used alcohol if the norms of 1979 prevailed, will not drink now, thanks to prevention.

By now, everyone has heard "don't drink and drive" messages. Unfortunately, decisions to refrain from driving can also be impaired by drinking, especially when risk-taking use of alcohol is modelled by some of the same messengers. "Say no" slogans aimed at youth may not work as well if kids see parents and others they look up to saying yes! The occasional classroom hour and late-night public service message may not offset the constant barrage of positive images linking alcohol with pleasure and success.

Impaired driving crashes can be prevented. Communities can change, just as laws and individual behavior can change. We can change the grim statistics. We can save precious health care dollars and over-burdened law enforcement resources. We can save lives. We can make prevention work for everyone.

For the Number One Killer of Youth: Prevention Works for Everybody— If Everybody Works for Prevention

In all the talk about the health and safety of today's children, one ugly fact stands out: The number one killer of teens and young adults in the U.S. is alcohol-related highway death. During 1992, a young American died every three hours in an alcohol-related highway crash. That this happened less often in 1992 than in earlier years in no way lessens either the personal tragedy or the economic loss. Even the progress of more than a decade of national efforts to reduce all harm from underage drinking may be only temporary, fleeting gains.

These years offer a lesson we can't afford to ignore: prevention works for everybody, if everybody works for prevention. From 1982 to 1992, the percentage of drinking drivers 15 to 20 years of age involved in fatal crashes, declined from approximately 43 percent to 26 percent. And 3.5 million underage youth, who would have drunk alcohol had they lived in the pre-prevention environment of 1979, won't do so today. But more than 4 million young people under 18 still drink. Prevention hasn't reached them yet. And fewer eighth-graders in 1992 perceived alcohol as harmful than in 1989. This may reflect an overall lessening of prevention messages reaching a new generation, suggesting that more of them may drink this year. And next. And the year after. If they survive.

Why are our kids still drinking? According to a 1991 report by the Office of the Inspector General, two-thirds of drinking teens—almost 7 million—buy their own alcohol. A conclusion of the report: parents and the public at large remain indifferent to underage drinking. "At least they're not on drugs," is how some adults rationalize tolerating, even facilitating adolescent drinking, unaware that alcohol is the most dangerous drug for youth.

While we tell children to say no to some drugs, and not to drink and drive, they are barraged with pro-drinking messages coming from many directions. These messages, coupled with lack of enforcement of drinking age laws, may lead some kids to think drinking, even heavy drinking, is okay as long as they don't drive. But even small amounts of alcohol can impair judgement and skills. Drinkers can "forget" a sober decision to let someone else drive. And the mixture of youth and alcohol is too often a recipe for tragedy in any setting.

As individuals, communities, and a nation, we can be firm, clear, and consistent in support of 21 minimum drinking age laws. And we can increase our commitment to prevention to save young lives, eight of them each and every day. But will we?

Didn't They Pay Attention?

Alcohol-impaired driving is still the number one cause of death for young people in America, killing about 8 children and adolescents daily. Sure, about five times that number, 21 and over, also die this way every day. But it's those young lives lost we grieve the most.

All those seasons missed, all those birthdays and holidays not celebrated. All the moments and years never known, cherished, or remembered. Never to see their own children crawl, then walk. And learn to drive. Never to suffer the anxiety of a mother or father who knows that a third of 12th-graders binge drink at least once every two weeks, and half of 10th graders ride with drivers who have been drinking or using other drugs. Never to wonder if their daughter or son is one of the 7 million teens who say they buy their own alcohol in spite of the law. Never to fear the ringing of the phone when their children are not at home.

Weren't these children paying attention? We did warn them about drinking and driving, didn't we? Even if they saw grown-ups like us (maybe even us) not being the best role models. We even told them that if they were drunk, a state in which some experienced drinkers can't even remember the way home, they should remember to get someone else to drive.

We were 100% behind alcohol education in schools, while we let them be barraged by messages encouraging them to drink. We took them to the convenience store to observe the dilemma of the underaged clerk inside when another teenager placed a six-pack on the counter. When underage drinking came up, we said we didn't really approve. But, if they were determined to break the law anyway, we'd help them do it or look the other way, so long as "they were not on drugs."

Why couldn't they be content with what we provided? We took them to sports events or encouraged them to watch them with us at home. We taught them to read the scoreboards, emblazoned with the name of a popular brew, and tuned in the sports news, where they could admire the world's fastest drivers in uniforms and vehicles promoting alcohol brands. We even got them rock concert tickets to see their favorite performers, sponsored by some beer or wine cooler.

How could our children have ended up dead in an alcohol-related highway crash? Didn't they pay attention?

Where There's A Will

We might save the lives of nearly everyone who is likely to die in a highway crash involving alcohol or other drug impairment this year—about 17,700 of us in 1992—if we have the will.

For instance, we know that one way alcohol impairs us is to allow us to think we're okay, even after others can see we're affected and we're struggling to speak clearly. Or find our car keys. Or focus our eyes, brains, and muscles to act quickly and effectively in an emergency.

Research shows that crash risk increases for some drivers at ANY measurable alcohol level. The risk increases substantially by .08 BAC, but most States still consider 0.10 BAC as legally intoxicated. Increased consumption equals increased impairment, of course. So everyone from Mothers Against Drunk Driving and the Surgeon General, to the American Medical Association and the National Commission Against Drunk Driving urges States to lower legal BACs. So far, citizens of five States have had the will to lower their BAC to .08 with positive results.

Youthful drivers—those under 21—are at greater risk for being in a fatal alcohol-related crash than older drivers. They are consistently, tragically over-represented in alcohol-related highway crash fatalities—about eight of them died this way daily in 1992. That's why they are targeted for additional prevention. For example, "zero tolerance" laws prohibit any BAC in under-21 drivers. The Federal Government developed strong incentives for all States to set 21 as the legal minimum drinking age. As of July 1993, fifteen States demonstrated the will to set corresponding laws, with 11 of those setting .00, .01, or .02 BACs for drivers under 21 (.01 and .02 may allow for variations in testing and were not intended to permit underage drinking). Some localities reinforce the minimum drinking age laws with very effective "use-lose" measures, withholding driving privileges from underage drinkers.

The will of 33 States and the District of Columbia has resulted in another life-saving legal innovation—ALR—or administrative license revocation. ALR laws give law enforcement powers to remove, on the spot, the license of a driver with a BAC above the legal limit. The public takes ALR laws seriously, and is less inclined to drink and drive in the first place. And drivers whose licenses are revoked as a result of these measures have been found to be less likely to drink and drive again.

And, if we have the will, we can use better information about impairment and appropriate prevention strategies to counter the pressures some drivers experience to ignore laws. We can do many things to set safer and healthier community norms for drinking by those of legal drinking age. In fact, prevention works. If we have the will to work it.

Public Service Announcements

Length: 30 Seconds

1. Here's a low-cost tip for showing your generosity this holiday season: give less! That's right, less. If you serve customers or guests who may be driving, give them less alcohol, fewer drinks, less often. Prevention works to make our highways safer for all of us. So, let's take a stand. Friends don't let friends drive drunk.

2. We all know prevention works. So if you agree not to allow underage drinking at your house, I'll agree not to allow it at mine. Then I'll know my kids are safe when they leave you, and you won't have to worry when yours drive home from my place. Let's take a stand to prevent impaired driving and underage drinking. Friends don't let friends drive drunk—or their friends' children drink.

3. Zero point zero eight. Your winning lottery number? Not exactly, but you could be very lucky if you're in a State which has set zero point zero eight as the legal BAC—blood alcohol concentration—for drivers 21 and older, because these States are making prevention work and saving lives. Lets take a stand to prevent impaired driving. Friends don't let friends drive drunk.

4. Hi. Did you know that Administrative License Revocation—or ALR—gives police the power to take away an intoxicated driver's license on the spot? ALR laws are reducing highway fatalities in many localities. This is prevention and we know prevention works. So, let's take a stand to prevent impaired driving. Support ALR in your community. And remember, friends don't let friends drive drunk.

5. Alcohol-related highway crashes are the number one killer of youth in America. Every three hours another person under 21 dies this way. But prevention works. Measures that withhold driving privileges from those caught drinking underage is one way some communities are taking a stand to prevent impaired driving. Support no-alcohol-use measures for kids. Friends don't let friends—or kids—drive drunk.

Length: 20 Seconds

1. Show your generosity this holiday season: give less! If you serve customers or guests who may be driving, give them less alcohol, less often. Prevention works to make highways safer. So, let's take a stand. Friends don't let friends drive drunk.

continued on back

2. A young person dies in an alcohol-related highway crash every three hours and we can't stop it. Or can we? If we all respect the drinking age law, tell them we expect them to obey it, and stop those who let them drink, we can make prevention work. Let's take a stand to prevent impaired driving.

3. Zero point zero eight could be your winning number if you live where the legal BAC—blood alcohol concentration—for drivers 21 and older has been reduced to zero point zero eight. Communities with lower legal BACs are making prevention work and saving lives. Let's take a stand. Friends don't let friends drive drunk.

4. Did you know that Administrative License Revocation—ALR—lets police take away an intoxicated driver's license on the spot? ALR laws are saving lives. This is prevention and it works. So, let's take a stand to prevent impaired driving. Support ALR in your area. Friends don't let friends drive drunk.

5. Alcohol-related highway crashes are the biggest killer of young people. Every three hours someone under 21 dies this way. Withholding driving privileges from those who violate alcohol laws is one way some communities are making prevention work to save young lives. Let's take a stand to prevent impaired driving.

Length: 15 Seconds

1. Be generous this holiday season—give less! Serve your customers and guests who drive less alcohol, less often. Prevention works. Let's take a stand to prevent impaired driving.

2. A youth dies in an alcohol-related crash every three hours and we can't stop it. Or can we? If everyone in our community obeys the drinking age law, we can make prevention work. Let's take a stand to prevent impaired driving.

3. Zero point zero eight could be your winning number if it's the legal BAC—blood alcohol concentration—for drivers 21 and older in your community. Let's take a stand. Friends don't let friends drive drunk.

4. Prevention works. Administrative License Revocation—ALR—lets police remove an intoxicated driver's license on the spot. Let's take a stand. Friends don't let friends drive drunk.

5. Alcohol-related highway crashes kill someone under 21 every three hours. Withholding driving privileges from those who violate alcohol laws makes prevention work. Let's take a stand to prevent impaired driving.

PROCLAMATION

National Drunk and Drugged Driving (3D) Prevention Month 1993

WHEREAS, drivers and pedestrians impaired by alcohol and other drugs account for nearly 17,700 highway deaths annually; and

WHEREAS, motor vehicle crashes are the number one cause of death for children, adolescents, and young adults in the United States; and

WHEREAS, alcohol is involved in nearly half of all traffic fatalities; and

WHEREAS, injury and property damage resulting from impaired driving cause physical, emotional, and economic hardship for hundreds of thousands of adults and young people: and

WHEREAS, a decade of intense public education effort has proved that alcohol-related highway crashes are not accidents and can be prevented; and

WHEREAS, comprehensive community-based strategies to further reduce and prevent impaired driving tragedies are known; and

WHEREAS, if we take a stand now, we can prevent impaired driving;

NOW, THEREFORE, I _____(Insert name of local public official.)_____ do hereby proclaim December 1993 is **National Drunk and Drugged Driving Prevention Month** in _____(Insert name of State or community.)_____. As the _____(Insert title of local public official.)_____ I also call upon all citizens, government agencies, public and private institutions, businesses, hospitals and schools in _____(Repeat name of State or community.)_____ to promote awareness of causes of driver impairment, existing and proposed laws intended to further reduce and prevent impaired driving, and opportunities to establish safer and healthier norms regarding the use of alcohol and other drugs for all citizens, particularly young people.

_____

(Signature)

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Friends Don't Let
Friends Drive Drunk

NATIONAL DRUNK AND

DRUGGED DRIVING (3D)

PREVENTION MONTH

Sponsored by a Nationwide

Public – Private Coalition

Devoted To Preventing

Impaired Driving Crashes

Red Ribbon Of Memories

▼ INTRODUCTION

One of the key components of last year's 3D Prevention Month was the national "Red Ribbon of Memories," a visual tribute to the many thousands of men, women, and children who are killed or injured in alcohol-related traffic crashes every year. Family members, friends, and neighbors created special red ribbons to preserve the memories of their loved ones.

Last December, schools, community groups, and local coalitions collected as many red ribbons as possible, tied them together, and sent them to Washington, DC, where they were joined into a 3,000-foot memorial to impaired driving victims. The gigantic "Red Ribbon of Memories" lined the walls of the Great Hall in the U.S. Department of Health and Human Services during the 1992 3D Prevention Month kick-off, creating a moving visual reminder that "Friends Don't Let Friends Drive Drunk."

As part of 1993's 3D Prevention Month activities, State and local organizations are encouraged to create their own "Red Ribbon of Memories."

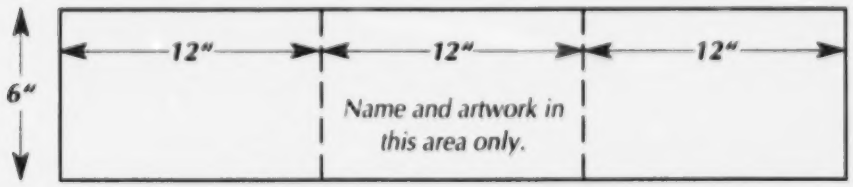
▼ SUGGESTED RED RIBBON SPECIFICATIONS AND DESIGN FOR YOUR STATE OR LOCAL CAMPAIGN

The following recommendations are based upon the experience acquired during last year's national "Red Ribbon of Memories" campaign. There are three requirements for the ribbons: they should be of red fabric, follow the size specifications below, and include the name of the person killed or injured.

All other design choices are left up to the ribbon's creator—ribbons can be plain or decorated, embroidered or painted, happy or somber. They can include artwork, photos, a favorite poem, a treasured memory, even a lock of hair. Artwork can appear on one or both sides. Ribbon designs are limited only by imagination.

Ribbons with sewn on designs and lettering work very well, while items that are glued on frequently become lost. Polyurethane to cover and protect creations works extremely well in preserving artwork.

Ribbons should measure 6" high by 36" long. Artwork should be kept to 12" in the center of the ribbon, with 12" on either end for tying:



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Friends Don't Let Friends Drive Drunk

▼ IDEAS FOR PROMOTION

Each community should assign a local coordinator for the "Red Ribbon of Memories" campaign. Coordinators are encouraged to work with schools, police organizations, local MADD and RID chapters, hospitals, community groups, employers, unions, and the media to generate interest and participation in the campaign. Here are some ideas:

Identify a local drop-off point for ribbon collection (perhaps a grocery store, post office, or other centrally located facility). Your governor's highway safety representative may be interested in coordinating the collection of ribbons statewide.

Ask local businesses, stores, and employers to post fliers about the campaign and to include information in employee paycheck envelopes.

Ask businesses that advertise in the newspaper to include a message about the "Red Ribbon of Memories" in their ad. Provide camera-ready artwork or suggested copy for the ad.

Encourage local schools and universities to participate or create their own "Red Ribbon of Memories."

Ask fabric stores or textile businesses in your area to donate remnants or bolt ends of red fabric for ribbons.

Ask local newspapers, and television and radio stations, to promote the campaign through public service announcements.

Organize an event to gather and count the ribbons and tie them together. Invite the local media to cover the event. Distribute a press release announcing the number of ribbons collected.

Use the ribbon as a visual hook for local news stories or your own press conference/kick-off event.

1-Color (or "Black & White") 3D Logo Art with background treatment

NATIONAL DRUNK AND DRUGGED DRIVING (3D) PREVENTION MONTH

DECEMBER 1993

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2-Color 3D Logo Art and Bumper Sticker

Give the printer this artwork (or "mechanical") for reproducing the logo in 2-colors.

Friends Don't Let
Friends Drive Drunk

NATIONAL DRUNK AND DRUGGED DRIVING (3D) PREVENTION MONTH

DECEMBER 1993

[You can put your organization's name here]

▲ PMS 320 (3D logo and type)

PURPLE (triangle and dotted rule) ▼

This box does not print

1-Color (or "Black & White") 3D Logo Art